

BOISSEVAIN

BRANDON

RAPID CITY

YORKTON

CARMAN

PORTAGE

NINGA

Contacts

Betty Gibson, Yorkton Calf Club, poses with
her Grand Champion bought by Eaton's.

AUGUST 1949

"When Day Is Done"



Take home a smile, forget the cares,
the things of gloom and sorrow,
A night of rest and you can fight and
drive them off tomorrow.
Don't disappoint the ones who wait and
look for your returning,
But spread a grin from ear to ear, and
satisfy their yearning.

When shadows come and start to fall
and twilight starts a-creeping,
The eyes of those who wait for you,
through window panes are peeping.
They're looking for a happy face, a
smile that's reassuring,
And back of all there lives a love that's
constant and enduring.

They're waiting for a hearty kiss, for
news that's bright and cheery,
Perhaps they, too, have had a day that's
left 'em sort of weary.
But you're a man and you it is to whom
they look for cheering,
That's why they always have an eye to
watch for your appearing.

So, when you close your desk at night, lock all your troubles in it,
And smooth the frowns and wrinkles out, 'twill only take a minute.
Then lift your chin and start to grin and keep that grin a-going,
And man! Oh, man! You're taking home a package that's worth
showing.

—From "The Village Rhymster"

August Highlights...

- **Boys' and Girls' Clubs Work of Great Importance To Manitoba** (Pages 1, 20-22)
- **Our 44th Birthday Broke All Records** (Pages 2, 3)
- **Manitoba Postmasters Are Guests of Eaton's** (Pages 4, 5)
- **Bowlers! Get Your Entries in Now!** (Page 11)
- **It's Picnic Time!** (Pages 15-19)
- **Recognition Banquet For Mr. J. H. Evans** (Pages 24, 25)



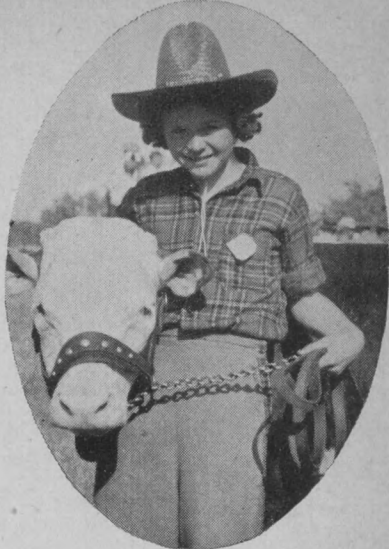
TRAINED AGRICULTURISTS... One of Canada's Greatest Needs!

**Boys' and Girls' Farm Clubs Now Number
Over 45,000 Members**

*"How are you going to keep them down on the farm
after they've seen Paree . . .?"*

Keeping our Canadian boys and girls interested in agriculture and encouraging them to learn scientific farming principles by way of farm club projects and rallies, has for some years received the strong support of Dominion and Provincial departments of agriculture. Eaton's and other business institutions have also lent a hand.

The organization of these junior farm clubs is recognized today as one of the best mediums of training our youth to a proper appreciation of rural life. There are now some 3,500 such clubs across the Dominion with an enrolment of over 45,000 young people. The clubs seek to provide practical training in agriculture and home economics; to bring about improved practices on the farm and in the farm home, and to provide training in citizenship. Through their extension services, the Provincial Departments of Agriculture plan and direct these junior club programs in their respective provinces. The Dominion Department of Agriculture co-operating with the provinces and the Canadian Council on Boys' and Girls' Club work is the agency through which club work in Canada is coordinated. The projects are not only educational but also recreational and social.



CONTACTS' FRONT COVER is a typical example of the Company's purchase of a grand champion calf. Eaton's bought this one at Yorkton, paying 40 cents a pound. Many of us pick up a newspaper these days and see the picture of a sleek grand or reserve champion at one of the many junior club rallies in the province. "Bought by Eaton's at 60 cents (50 or 40 cents) a pound," reads the caption.

Though bought at a premium price that is a delight to the budding young agriculturist who makes an undreamed-of profit—this prize beef is sold by our Company at the regular prevailing prices.

(Continued on Page Twenty-Two)

Thank You, Eatonians!

On behalf of the management, I thank each one of you for your wonderful co-operation during the Store's 44th Birthday, when every branch of the service was taxed to the utmost.

Your loyalty and the extra effort you put forth so cheerfully, enabled us to give the shopping public service of a high calibre throughout the biggest Birthday Sale in our history.

James B. Dick



A SYMPHONY OF SERVICE!

Winnipeg Store's Forty-Fourth Birthday Sale Was a Standout in Our History

Never before did we serve the shopping public so successfully nor in such great numbers. . . .

Stepped up to a peak of efficiency, the store's system was like a great orchestra with all its instruments tuned and responsive. . . . The wood winds, the strings, the brasses and drums might be likened unto the sales staff, the cashiers, the parcelling and delivery. . . . Each section played its part in harmonious accord to produce a symphony of service.

Behind the scenes the picture was the same. Telephone order boards, stock-rooms, receivers, shopping service, shopping card office, carriers, despatch, chauffeurs, door men—not forgetting those pleasing young women of our elevator staff nor yet our soft-spoken, knowledgeable floormen . . . all put forth an extra effort in their supporting positions.

Augmenting the regular staff, extra people employed for the big day totalled 1,500. Among these were 125 former Eatonians who responded to the ad run by the Eaton employment office. Some were mothers of families who left Eaton's as brides 20 years ago and came back "to help out the big store," or "just for the fun of it."

And finally there is the heart-warming incident related by Mr. Albert Sizeland, head of our floormen. Shortly before noon a shopper sat down at the luncheonette counter feeling weak and ill because she had hurried down town without waiting for breakfast. Mrs. Edna Constant, the Eatonian in charge, invited the woman to a spot back of the department, where she could take care of her. After resting and bathing her face, the shopper felt better and had

lunch at the counter. Before store closing she returned with a big bouquet of flowers for Mrs. Constant, as a token of appreciation!

Yes, there is a joy in seeing a big organization working at peak capacity and a joy in being part of it—a symphony of workers all performing in harmony because they like the orchestra!

* * * *

Daddy of Them All!

(At left.) When it comes to store birthdays, Billy Russell (men's furnishings) is the daddy of them all! Billy hasn't missed a single birthday since the big store opened in 1905. Moreover, he is the store's senior employee in point of service, having joined The T. Eaton Company at Toronto away back on October 12, 1901. Contacts snapped Billy proudly wearing the 44th birthday badge.

A Badge, Sir?

(At right.) Pat Boughton pins a birthday badge on the lapel of Mr. Lynde Best, supervisor, boys' clothing. Pat is one of a squad of six junior councillors and six junior executives who greeted shoppers with a welcoming smile and presented them with badges on our 44th birthday morn.





Left—Summer cottagers and beach residents were also assured careful attention to their Birthday Sale orders by the shopping service. Picture shows sales checks being written from customers' orders received in pick-up boxes and by drivers.

Right—And now the sales checks are being sorted and made ready for sending to the departments to be filled.

EARLY SQUAD GETS HEAD START!

"Bright and early, the shopping service took over the assembly hall on our 44th anniversary," says Mr. L. E. Summers, "in order to give Eaton service to our customers who mailed or sent in their orders by driver." Pictured above is a special staff from the telephone order board, cash, and inspectors, who came in early to help the system get a head start. By 7 a.m., when the picture was taken, there were 118 in this emergency squad. Satisfactory headway was made by 8:30 a.m. when the majority reported for their regular duties.

"The splendid job done by these Eatonians (some of whom got up as early as 5 a.m. to be on hand at 6 o'clock), is deeply appreciated," Mr. Summers told Contacts.

"We would also like to thank all the service departments and the ex-employees for their esprit-de-corps in helping us to keep faith with Eaton customers; also the merchandise departments for their co-operation; supervisors and assistants; and finally, the mail order and printing plant staffs who reported to us and did a very fine job.

"Together you enabled us to handle our part of the Winnipeg store birthday, the biggest recorded in our history."



☆☆☆☆☆☆☆☆

Junior Executive BOB MOULDEN

"My box of badges didn't last long," says Bob. "One customer told me he had saved every badge since the store opened."

☆☆☆☆☆☆☆☆

RECENT APPOINTMENTS

Winnipeg

Department W44—Women's and misses' suits and Coats;

Department W48—Women's furs:
MR. W. YOUNG, assistant.

Department W244—Women's and misses' suits and coats: MR. G. U. MURRAY, head of department.

Calgary

Engineers: MR. S. G. RILEY, assistant.

Regina

Department R1078—Contracts:
MR. R. O. PRIEST, assistant.

Edmonton Advertising (Including Red Deer)

MR. W. G. EVANS, assistant.



MANITOBA POSTMASTERS

**Tendered Complimentary Dinner During Their
Twenty-Sixth Annual Convention**

Roughly speaking, Manitoba with its area of 246,512 square miles, is about the size of France. Unlike that thickly populated country, however, Canada's central province has only 726,000 residents and some 800 post offices.

On Tuesday evening, July 5, it was the Company's pleasure to play host to His Majesty's Postmasters and Postmistresses from nearly two hundred of these offices, together with their wives and husbands, during a complimentary dinner held at the Fort Garry Hotel. The occasion was the 26th annual convention of the Canadian Postmasters' Association (Manitoba branch).

Mr. A. H. Young, mail order superintendent of The T. Eaton Company, presided. With him at the head table were:

Messrs. L. G. Howard, president, Canadian Postmasters' Association, Manitoba Branch; Don. Taylor, Dominion president, Canadian Postmasters' Association; L. J. Mills, director of financial services, P.O., Ottawa; George A. Boyle, regional director, Prairie Provinces; C. W. Heisler, postmaster, Winnipeg; T. A. W. Irle, district post office inspector, Winnipeg; D. MacDonald, vice-president, Canadian Postmasters' Association, Manitoba Branch; Val. Costello, secretary-treasurer, Canadian Postmasters' Association, Manitoba Branch, and Mrs. Costello; Mr. H. Head, assistant manager, operations, The Robert Simpson Co. Ltd., Regina; Mr. and Mrs. C. Griffith; Mr. R. A. Griffith, Saskatchewan Postmasters' Association executive, and Mrs. Griffith; Mr. W. B. Robertson, president, Saskatchewan Postmasters' Association; Mr. and Mrs. J. A. MacCorkindale; Messrs. G. M. Eaton, director, Winnipeg; Carl H. Reeve, Eaton's, Toronto; W. L. Palk, assistant store superintendent; George Latimer, supervisor, postal, customs, etc., mail order, Eaton's; A. L. Osborne, mail order merchandise; and E. Rogers, mail order packing.

The walls of the big concert hall were appropriately decked with flags and the banners of each province—not forgetting Canada's tenth province, Newfoundland. The menu card also devoted a page to greeting the postmasters of Newfoundland above which appeared a crest of our new maritime province.

DESCRIPTION OF PICTURES ABOVE AND ON FACING PAGE

1—Vice-President W. MacDonald, postmaster of Ninette, expressed the postmasters' thanks to the Company. 2—Mr. G. M. Eaton welcomes the visitors. 3—Mr. A. H. Young, mail order superintendent, was chairman and made everyone feel at home. 4—President L. G. Howard, postmaster of Selkirk, briefly addresses the gathering. 5—A glimpse of the big main dining-room. With a soaring temperature, many took off their coats. 6—Betty Gibson, youthful entertainer. 7—Barry Craig, boy soprano. 8—Glenda Simmons played "Souvenir." 9—Jim Dickie's baritone drew rounds of applause. 10—Youthful George Smith's patter was enjoyed as much as his magic. 11—Helen Stark sang "Make Believe" in a lovely lilting soprano. 12—Edward Slott is only 12, but he's right at home on the accordion.



ARE GUESTS OF EATON'S

Mr. Eaton Welcomes the Visitors

Mr. G. M. Eaton, in a brief but heart-warming message, welcomed the visiting postmasters and spoke of their fine spirit of co-operation. "We have been working together as a team," said Mr. Eaton, "it is only with a service such as yours, co-operating with a service such as ours, that we are able to efficiently serve the people of Manitoba."

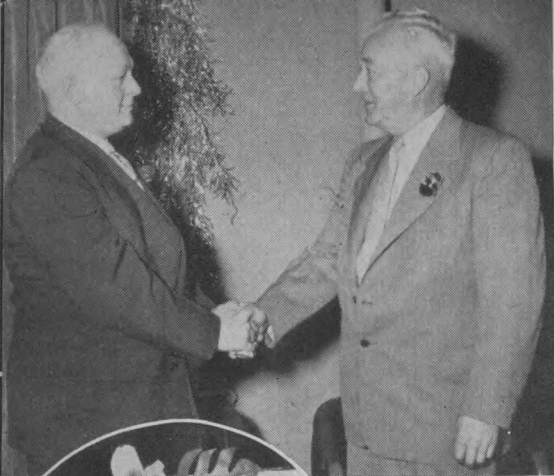
At this point Mr. L. G. Howard, president of the Postmasters' Association, called on his vice-president, Mr. W. MacDonald of Ninette. Expressing the Association's thanks to The T. Eaton Company for the hospitality extended to them over the years, Mr. MacDonald spoke of the co-operation always received from the Company, concluding: "During my twenty-five years with the postal service, I can never recall a single occasion when we never had the most cordial relations with The T. Eaton Company." Mr. MacDonald's remarks were greeted with emphatic applause by the gathering.

Young Artists Take Over

Mr. Young then spoke of the work of the Eaton Good Deed Radio Club, also the Junior Council and Junior Executive. Talented young artists from these groups, said he, had been selected by Miss Joan Sherman to entertain the gathering. With Mr. Norm McBain, CBW, as M.C., the program proved top-flight enjoyment. Each young artist drew round after round of applause. Edward Slott, 12-year-old accordionist, showed a surprising mastery of his instrument. Eleven-year-old Barry Craig, boy soprano, "big as a minute" but perfectly poised, sang like a heavenly flute. Betty Gibson, with her clever interpretation of an Irish maid describing a game of golf, had her audience in stitches. The lusty baritone of junior executive Jim Dickie (six-footer and then some!) entertained with a rollicking number from "The Mikado." Glenda Simmons, talented young violinist, also stole the hearts of all. Glenda handled the difficult phrasing of "Souvenir" with an ease and sensitiveness that was a delight to hear. Junior councillor Helen Stark's lovely lilting soprano in "Make Believe" and "One Day When We Were Young," and George Smith, youthful magician with an engaging patter, brought the program to a reluctant close. Harold Green was the accompanist for the program, while Claude Turner's orchestra played throughout dinner.

An unscheduled but delightful event was the salute to Mrs. Lemoine, postmistress of St. Alphonse. Discovering that it was Mrs. Lemoine's birthday, M.C. Norm McBain had her stand while the gathering sang the "Happy Birthday" song.





Top Row—Left: Mr. Dunlop is congratulated by Mr. R. S. McCordick, general manager. Right: Mr. G. M. Eaton, director, thanks Mr. Dunlop, on behalf of the president, for his forty years of outstanding service.
Lower Row—Left: Mr. W. G. B. Dailley speaks of Mr. Dunlop's qualities of leadership. Right: Mrs. Dunlop is presented with a huge bouquet of red roses by Miss Ina Gracey.

The Year's Longest Day Was His Happiest . . .

John Dunlop Completes Forty Years With Eaton's

It can be done. . . . This is the success story of John Dunlop, the lad from Londonderry, who carved a place for himself with The T. Eaton Company. Starting at four dollars a week, he rose to the position of supervisor of one of the largest and most successful basement store organizations anywhere; enriched his life with friendships in all ranks; yet never lost his naturalness, his warm human qualities, anymore than he lost that silvery brogue!

On Tuesday, June 21, Mr. Dunlop celebrated his 40th anniversary with the Company—and we mean celebrated!

A breakfast party, tendered by the staff and held in the grill room, touched off the big day. Although this didn't start till 8 o'clock, Mr. Dunlop confesses he was up at the ungodly hour of 5:30 because he was as excited as a small boy going to a picnic. Among those present to honor Mr. and Mrs. Dunlop were Messrs. R. M. Pinfold, assistant general manager; A. R. Tucker, merchandise office; W. G. B. Dailley, staff superintendent, and A. D. MacDonell, staff and welfare. Mr. Murray Tasker, group manager, presided.

"Bad" Boy Makes Good

"It seems that forty years ago, on June 21, Jack Dunlop was a very bad boy and wouldn't go to school, so he had to go to work," Mr. Pinfold told the gathering (an aside he got from Mrs. Dunlop). He thanked Mr. Dunlop, on behalf of the Company, for forty years of very meritorious service. "I was fortunate in working with him part of the time,"

added Mr. Pinfold, "and trust he will have many more years with us."

"*You can't keep a good Irishman down.*" Such was the text of one of the many telegrams read by Mr. A. D. MacDonell, who then extended his own congratulations to Mr. Dunlop.

Mr. Dailley recalled the guest of honor as a slim little fellow with fair hair who did such a good

Men's Furnishings Entertains at Elmhurst

A steak dinner at Elmhurst is always something special, but when it's enjoyed in such rollicking good company as the men's furnishings gang it's something *extra special*! After store closing on June 16, 228 staff (including the fair ones) journeyed by chartered bus to Elmhurst, where a T-bone steak dinner had been arranged in honor of "Johnny" Clark, new member of the Quarter-Century Club, and Reg. Hind, who was leaving for new responsibilities in another department.

Bob Gregory made an affable and capable chairman. After the gorgeous lemon pie was demolished, Jim Carter (boss of the bull fiddle) led in singing old songs and new, with Tom ("Paderewski") Laidlaw at the piano.

Telegrams of congratulations to both honor guests from Orson (Jerry) Caine were read, and then Mr. Gerald Pryce, supervisor, addressed both Johnny and Reg with that friendly warmth and eloquence for which he is well known.

"Our Company," said Mr. Pryce, "was one of the first to inaugurate the Quarter-Century Club." He then spoke of the privileges that went with it—stressing the satisfaction and prestige of having served the Company for 25 years. Presentation of a mantel radio was then made to "Johnny" (Bernal's the name) Clark and a travelling set to Reg Hind.

George Firth, assistant, made a typically Firthian address complimenting both men and spicing his remarks with reminiscences and humorous asides. Madge Vance added her congratulations in a gentle and sincere tribute. Fred Game did the honors for his mail order associates, while both Johnny and Reg made suitable responses.

Songs by Arnold Peabody with his fine lyric tenor, and selections by Tom Laidlaw added enjoyment to a grand evening among old friends. For the arrangements, thanks go to George Firth, Bob Gregory, Bert Donnelly, Jim Williams—not forgetting Desire Belanger for leading "Alouette" twice, by popular demand. This was capably expressed by Marg McRae, who especially thanked Mr. Pryce, on behalf of the gathering, for his great assistance in making the outing so successful.

JOHN DUNLOP COMPLETES FORTY YEARS WITH EATON'S

(Continued from Page Six)

job as a junior in the time office that he was picked out for greater responsibilities. "He's done a remarkable job—which shows that if you have the ability to get things done in the Eaton way you get ahead. We have one of the finest basement stores on the North American continent today," declared Mr. Dailley, who spoke of the importance of the right leadership in getting support from assistants and staff.

Mrs. Dunlop was paid a gallant compliment by Mr. Tasker, who said that she was one of the finest friends the basement store could have. With a charming smile, Mrs. Dunlop accepted a huge bouquet of red roses presented by Miss Ina Gracey.

Mr. Tom Carson Makes Presentation

Associated with Mr. Dunlop for 28 years, Mr. Tom Carson, head of department, traced his chief's career from the time office to the women's coats, mail order hosiery, laces, and finally to the basement store, of which Mr. Dunlop became supervisor in 1932—the youngest supervisor in the organization at that time. He spoke of the latter's buoyancy of spirit, and said he was a straight-shooter who loved his fellowman and lived the golden rule. Presentation of a lovely coffee table was then made to Mr. Dunlop, a gift from his four departments.

Expressing his thanks for the gift, Mr. Dunlop was deeply affected, declaring: "I've been privileged to work for the greatest organization on earth." He told of starting with the Company when Mr. Harry Keough (now manager of Saskatoon store) was in the employment office. His first pay was \$4.00 per week, from which he got an allowance of 25 cents. He also thanked his staff for their wholehearted support—"they put me where I am today."

Supervisors Honor Mr. Dunlop

"Dunlops ride easier." This whimsical wisecrack was one of the many telegrams read by Mr. R. M. Pinfold during a brief gathering held in the board room to honor Mr. John Dunlop on his 40th anniversary. Mr. D. S. McKellar presided.

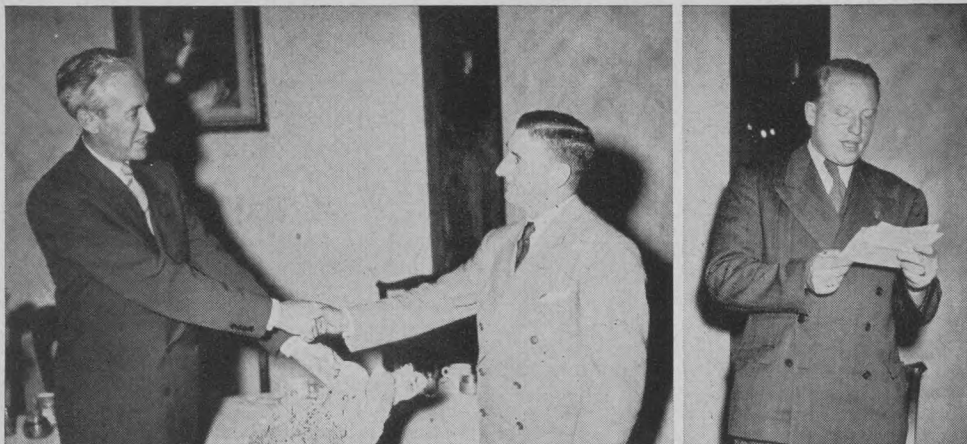
"That should read, 'Dunlops never tire,'" opined Mr. G. M. Eaton, director, who congratulated Mr. Dunlop on behalf of the president.

Mr. R. S. McCordick, general manager, spoke of the big job well done by Mr. Dunlop "and always with a smile." He thanked the latter for forty years of outstanding service, and on behalf of his associates presented him with a Viking combination radio as a token of esteem.

Two other events highlighted Mr. Dunlop's big day. A luncheon held for Mrs. Dunlop and himself by the girls from the offices of his four departments at the Fort Garry was a delightful noonday surprise. Finally, in the evening, came a stag party at the Marlborough Hotel, the tribute of basement store men and many admiring friends in other departments. Here more wires were read, including one from an old friend in Scotland. Mr. Tom Carson presided, and there was a fine novelty program followed by man-sized refreshments. During the evening Bob MacDonald presented Mr. Dunlop with an electric clock on behalf of those present—accompanied by a warm personal tribute which brought three roof-raising cheers and a tiger.

Summing up, it was a great day for Jack Dunlop, whose staff and friends declare is a "right guy"—or, in the concluding words of a telegraphic tribute, "staunch of heart, gentleman, worker and friend." And when a man receives a total of 116 roses as well, his cup of happiness must seem filled to overflowing!

THIRTY-FIFTH ANNIVERSARY HONORS

Edgar J. Adey Tendered Complimentary Dinner

Left—Mr. Adey (right) receives the congratulations of his chief, Mr. A. Hewish.
Right—Mr. L. Waddell, chairman, reads telegrams from Mr. Adey's friends.

Thirty-five years ago on June 29, a slim, dark youth named Edgar Adey joined The T. Eaton Company's electrical department. Newly arrived from Newfoundland, that "craggy isle," which recently made the tenth jewel in Canada's crown, Edgar decided he liked Canada, Winnipeg, Eaton's and especially, the electrical department.

On June 29, 1949, we find that Edgar (still slim, dark and youthful) has now risen to head of department and his associates are honoring him on the completion of three and a half decades with the Company. Festivities took the form of a departmental dinner held for Mr. and Mrs. Adey at Moore's restaurant. Mr. Lloyd Waddell, assistant, was chairman and read telegrams of congratulations to Mr. Adey from friends at various points, while Mrs. Sadie Heisler presented Mrs. Adey with a lovely corsage.

CADDY CART DE LUXE!

And then came the big surprise. A two-wheel truck was pushed up to the head table and reposing on it was a decrepit golf bag containing a broom and a mop tied with an equally ancient piece of rope. Congratulating Mr. Adey, Supervisor Alex Hewish asked him to accept these "golf tools" and carrier as a memento from the staff, explaining that the broom and mop were, of course, no reflection on Mr. Adey's golfing ability. Edgar went along with the gag and later received a top-flight caddy cart.

A First War veteran who served with the Engineers, Ed Adey was wounded and gassed. A good sportsman and an equally good companion, today he is a member of the Canukeena Club, the Concordia Club and the Niakwa Country Club. He is also on the executive committee of the I.O.O.F. Home at Charleswood. Mr. and Mrs. Adey have two sons, Dr. A. Bramwell Adey, of Atikokan, Ont., and Russell with the furniture department.

Congratulations, Edgar, from a host of friends across the network.

Congratulations On Your Thirtieth!**The Following Eatonians Joined the Company During July, 1919:**

SARAH JOHNSON (assistant, infants' goods).....	July 2	WILLIAM SMITH (men's furnishings).....	July 14
MURIEL LAURANE (meat order board).....	July 3	EDITH MILNE (basement store).....	July 14
EMILY SOFTLEY (bakery products).....	July 3	CYRIL A. S. SUGDEN (printing).....	July 14
FRANK F. SCOTT (printing).....	July 3	MARVIN RINGLAND (printing).....	July 14
DAVID P. RUIZ (engineers).....	July 4	ETHEL PARK (mail order money returns).....	July 14
JOHN A. QUINN (engineers).....	July 7	WILLIAM DICKSON (shopping card office).....	July 17
DUNCAN MARTIN (jewelry repairs).....	July 7	JOHN WILLIAM PIDGEON (mail order packing).....	July 17
IRENE TETREAULT (mailing list).....	July 7	MAURICE H. COWLEY (made-to-measure shop).....	July 21
CLARICE MERRIFIELD (mail order notions).....	July 8	MABEL M. CROMWELL (mailing list).....	July 22
ANNIE BARBOUR (cafeteria).....	July 8	MURIEL F. SCOTT (mail order packing).....	July 29
GEORGE CHAMBERS (mail order silverware).....	July 9		



THIRTY YEARS WITH EATON'S

MISS AGNES NAPIER

(Upper left.) Miss Agnes Napier (fancy goods workroom) was honored by her fellow workers with the gift of a silver hot-water jug to mark her 30th anniversary with the Company. Mr. L. W. Shaw made the presentation, while Mr. S. H. Williams, supervisor, added a gift from the fancy goods department. The silver jug Miss Napier received will be a lovely addition to the silver tea service presented to her by the workroom staff on her quarter century.

* * *

MISS CHRISTINA SIGURDSON

(Upper right picture.) Miss Chrissie Sigurdson (notions, mail order), seen standing beside her desk, which on the morning of June 10 was overloaded with gifts in honor of her 30th anniversary of Eaton service. Presentation of a glamour pin was also made by Mr. S. H. Williams, supervisor, on behalf of the staff.

* * *

WALTER MILLER

In centre picture, Walter Miller (juvenile, mail order), third from left, smiles happily following the presentation of a gladstone bag, the gift of his associates to mark Walter's 30th anniversary on June 10. Mr. Fred Barnsdale, supervisor (wearing a pansy from that lovely Barnsdale garden) made the presentation. Mr. Miller's many friends in the printing plant (where he spent some 25 years) add their congratulations.

WALTER MILLS

In picture at lower left, Walter Mills (foodateria) is accepting a gift of fishing tackle from his supervisor, Mr. W. Wakefield. Mr. Wakefield thanked Walter, on behalf of the Company and the department, for his long and loyal service.

In the evening a party was held in honor of Mr. and Mrs. Mills and attended by thirty members of the foodateria staff. On this occasion Walter received a gift of additional fishing gear. Now for some tall fish tales!

* * *

WILLIAM SHINGLETON

(Lower right.) Bill was overseas when his quarter century rolled around in 1944—thus on June 27, 1949, his 30th anniversary, associates in the elevator department got together and made it a memorable day for this veteran of two World Wars.

On behalf of the gang, Mr. Alex Bowman, head of department, presented Bill with a console mirror and an electric toaster. Mrs. Shingleton also was honored with a big box of chocolates.

Born in Somerset, England, Bill Shingleton has the distinction of having served with the 19th Field Battery in both World Wars and 12 years with this regiment as a militia man. He also attended the coronation of George VI. Mr. and Mrs. Shingleton have a son, Jack, who was four years in the navy, and a daughter, Doris.



Miss Sarah Johnson



Mrs. Muriel Lauraine

THIRTY YEARS WITH EATON'S

MISS SARAH JOHNSON

A breakfast party in the grill room ushered in the 30th anniversary of Miss Sarah Johnson (assistant, juvenile department) on July 2. On this occasion Miss Johnson was presented with a lovely hand-bag and corsage, Mr. C. S. Carswell, group manager, acting for the staff.

Wires extending congratulations of friends in other Company points were also read to Miss Johnson; while among those present was Miss Effie Darling, a former member of the department who started at the same time as the guest of honor.

A highly competent Eatonian, Miss Johnson enjoys the friendship and esteem of customers and Eatonians alike.

MRS. MURIEL LAURAINÉ

Mrs. Muriel Lauraine, 30 years with the Company, has spent her entire service with the meat and grocery departments and is now head of the meat order board. Mr. H. McIntyre, assistant (telephones), presented her with a nest of tables and a lamp from her co-workers. She also received many gifts and flowers from friends around the store.

Mrs. Lauraine is a favorite in the department because of her excellent qualities of thoughtfulness and sincerity. In the evening of her anniversary, a few close friends in the department surprised her at her home and spent a delightful few hours reminiscing over old times.

MISS CLARICE MERRIFIELD

Miss Clarice Merrifield (mail order notions) celebrated her 30th anniversary with the Company and the department on July 8. On this "big day" Miss Merrifield was presented with a beautiful pearl necklace-bracelet by Mr. S. H. Williams, supervisor.

Miss Clarice Merrifield

During a luncheon in Miss Merrifield's honor, Miss H. Simpson made a presentation of a purse-size folding umbrella on behalf of the girls. Congratulatory telegrams were read from Mr. J. W. Aker, head of department, and Mr. H. Fotheringham.

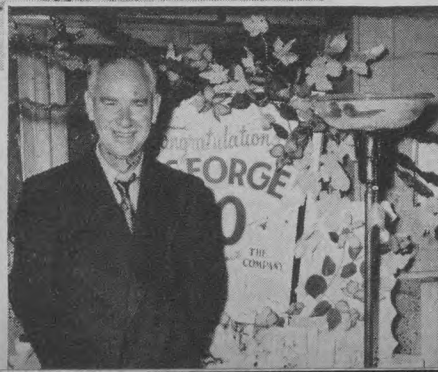
MR. GEORGE CHAMBERS

Mr. George Chambers (mail order silverware) was presented with a torchiere lamp and a car rug when, on July 9, he celebrated his 30th anniversary with the Company. Mr. J. B. Donnett, assistant, acted for the staff.

A telegram, received from Mr. R. Robertson, head of department, congratulated Mr. Chambers on his "30th."

The boys of the department staged a stag in the evening at the home of Mr. D. Dewar, Dominion Street, when George was presented with a duffle bag.

← Mr. George Chambers



Miss Frances Douglas Joins Toronto Staff

Recently transferred to Toronto store, Miss Frances Douglas (formerly mail order advertising) will be associated with "Flash," the Company's staff publication in the "Queen City." "Doug," as she is known to many Winnipeg friends and associates, possesses both literary skill and experience that will prove invaluable in her new field.

In 1932 she succeeded Moray Sinclair as editor of Contacts. Later, when a member of the city advertising staff, she collaborated with Thelma Lecoq in writing a book: "Britannia Waives the Rules."

Rising to the rank of Flight Officer during the war, Miss Douglas spent some time overseas on public relations work for the R.C.A.F. Cheerio, Doug, and the best of luck from all of us here at Winnipeg! We'll be meeting you in the pages of "Flash!"



Some of us may fail to realize it, but it is a fact that one of the greatest services our stores ever offered customers was the establishment of Eatonia merchandise. The Eatonia label is definitely a guide to successful shopping. It combines thrift, good style and quality, and that is what most customers are seeking. It is the customer's key to satisfactory shopping.

Do you know all about Eatonia lines in your department?

A flower vendor outside the Hotel Reforma in Mexico City made no sales until he began saying, "This gardenia will make you feel important all day long, for ten cents." —Elmer Wheeler

* * *

He: "I'm rather good at imitating any bird you can name."

She: "Yes? How about imitating a homing pigeon?" Thanks, "Flash."

"JUST A MOMENT, PLEASE! . . ."

One of the most important rules of telephone etiquette is never to keep anyone waiting on the other end of the line.

Did you ever consider the time wasted while someone is called to the phone? It would save hours to take the number or message from the person on the wire, providing the individual wanted is not within hearing distance of your voice, or is not in sight.

Don't say "just a moment, please!" and then leave the caller holding the receiver for an indefinite time. Apart from being most annoying, it leaves a negative impression of Eaton's telephone service.



When Wanamaker's in New York wanted to promote winter sports wear, it asked bluntly, "Oh, Say, Can You Ski?"



Bowling News



FIVE-PIN BOWLERS—NOTE!

Entries for Eaton's Mixed Five-Pin Bowling League must be in the hands of the president, Mr. George Murray, department 244, by August 15.

Play will probably commence the first week of September.

Entry forms are now available in the Time Office.



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

① MISS ISABELLE TAYLOR

Isabelle Taylor (mail order dress goods) celebrated her 25th anniversary with the Company on Tuesday, June 28. A desk gaily decked with streamers, a profusion of flowers and personal gifts testified to the esteem of her many friends. Mr. I. Kilpatrick, assistant, made the presentation of a steamer trunk and an overnight bag, and spoke of her career with the firm.

Miss Taylor was born in Edinburgh and came to Winaipeg 25 years ago. Her first glimpse of Eaton's must have been a favorable one, as she started with the ribbon department a couple of days after her arrival in Winnipeg. Thirteen years with 233 and the last ten with mail order dress goods.

The day was climaxed by a social evening held in honor of Miss Taylor. Mr. L. O. Vincent read a congratulatory telegram from Mr. P. H. Longstaffe, who was absent on a buying trip. Mr. Fred Ellis gave us his version of Gypsy Rose Lee—a very good impersonation! The party, which everyone agreed was the best ever, wound up with a rousing sing-song.

The best wishes from all the staff for a wonderful holiday go with Miss Taylor as she now sails back home to Scotland on the "Scythia" to visit friends and relatives.

②③ CHARLES S. PEARCE

Shakespeare's birthplace, Stratford-on-Avon, is proudly claimed as his own native town by Charles Samuel Pearce of the hairdressing staff. Thus if by any chance the shade of the immortal bard was ghosting anywhere in the vicinity of the beauty shops before store opening on June 16, he would have beheld "Much Ado About (something)". Ods bodkins! There, lying on a cart, was his fellow townsman, Charles Pearce, surrounded by many fair damsels tenderly ogling him while one took his temperature!

"Throw physic to the dogs!" Charles wasn't ill—'twas his quarter-century anniversary with Eaton's and the staff had gathered to honor him with the gift of a lawn cart for his lovely garden in Fort Garry. Both Mr. and Mrs. Pearce also received gifts of flowers.

Mr. Pearce's entire 25 years with Eaton's has been spent with the beauty shops. Here he has won a large clientele of regular customers by his skilled workmanship, friendly interest and attention to the varying requirements of his patrons. A veteran of World War I, he served overseas with the Fort Garry Horse.

Mr. and Mrs. Pearce have five strapping sons—Kenneth, Harvey, Norman, Ralph and Bernard—who join with us in saying, "Many happy returns."

④ ALEXANDER PITHKETHLY

"It's a grand institution," says Alex Pithkethly (mail order complaints), speaking of the Eaton Quarter-Century Club, of which he became a member on June 25. "Those two-months' holidays give me an opportunity to go back to Scotland and visit my ain folk this summer." From "Auld Reekie" (Edinburgh to the uninitiated), Alex worked with the London, Midland and Scottish Railway before coming to Canada. His first twenty years with Eaton's were spent with the mail order packing and the last five years with his present department.

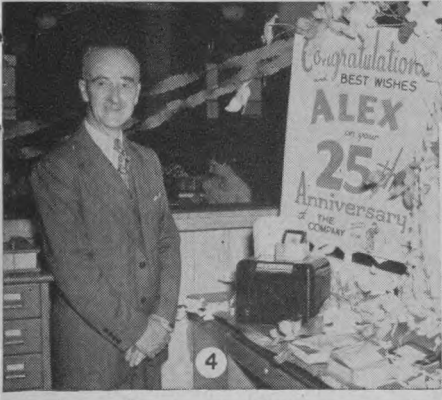
Mr. and Mrs. Pithkethly have two married daughters, Peggie and Minnie, and three grandchildren. Before her marriage Peggy was with the ticket writing section of the city ad. for eight years.

On his quarter-century morn, Alex was the recipient of a mantel radio and a travel alarm clock—the gift of his associates. Just for good measure, the men of his department, headed by Mr. George Latimer, supervisor, and Mr. Jack Merrett, head of department, also stood Alex to a stag party at the Pithkethly residence. On this occasion the new Q.C. member was also presented with a billfold.

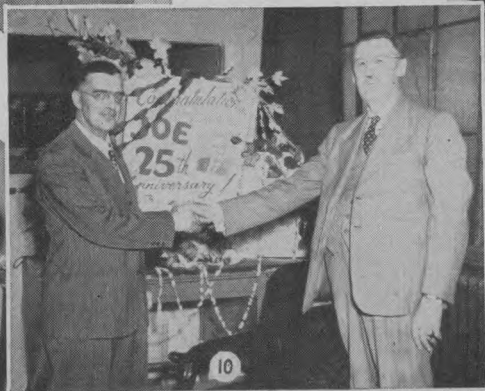
The genial Alex is a gardening addict in summer, while like a true Scot he "currls" in winter.

Bon voyage on that trip to Edinburgh, Mr. and Mrs. Pithkethly!

(See Pictures on Facing Page)



See Write-ups on
Facing Page
and Pages 14 and 15



Welcome to the Quarter-Century Club

(Continued from Page Twelve)

⑤ MRS. MARY HEANEY

Mrs. Mary Christina Heaney, camera counter for 25 years, joined the Eaton Quarter-Century Club on June 23. Mr. N. M. Gray, head of department, took charge of the presentation and made a "hit" when he gave Mrs. Heaney a toy chair drawn from his pocket. The chair which the department was having made for Mrs. Heaney was not ready, and Mr. Gray managed to save the day. Mr. E. Morey, head of department, photo workroom, presented Mrs. Heaney with a lovely handbag on behalf of his staff.

Capable and obliging, Mrs. Heaney has endeared herself to customers and fellow workers alike. We wish her every happiness in her long and well-deserved holiday.

⑥ BERNAL R. CLARK

Bernal Robert Clark, of the men's furnishings for the past three years and formerly with the candy factory, was welcomed into the Eaton Quarter-Century Club on June 18 by Mr. G. Pryce, supervisor. During a dinner, held at Elmhurst on June 16 by the department, Mr. Clark received a lovely battery radio, which is sure to be enjoyed at his summer camp by the lake. A veteran of the Second World War, he served in Europe with the R.C.A.F. for a number of years.

A Winnipeg boy, in his earlier years, "Johnny" Clark (as he is better known) was one of Canada's outstanding lacrosse players, being picked for the Olympic team in 1936. Today he plays a keen game of golf.

Congratulations and best of luck to this young old-timer!

⑦ ALEXANDER INGRAM

Alexander Ingram, who started in the city despatch 25 years ago as a carrier boy, was welcomed into the Quarter-Century Club on June 23 by Mr. S. Young, head of the department. Mr. Young thanked Alex for his years of faithful service and presented him with a handsome gladstone bag. As a member of the Manitoba Dragoons from 1939-1945, Mr. Ingram served four years in France, Belgium, Holland and Germany in the famous "4 Division," receiving France and Germany Defense Medal. A past chief ranger, Canadian Order of Foresters, Mr. Ingram plans a trip to Vancouver to renew old acquaintances during his two-months' holiday.

In the picture, Alex receives a gift from the staff, presented by Mr. S. Young (left).

⑧ ARCHIE SCOTT FERNIE

Archie Scott Fernie, 25 years with the mail order packing, celebrated his entrance into the Eaton Quarter-Century Club on June 23. He received a Parker pen and pencil set from the girls in the department, and a handsome gladstone bag from the rest of his associates. In the first World War Archie went overseas with the 44th Battalion, spending three years in France with the 52nd Battalion. His favorite sports are fishing, hockey and rugby.

And by the way, girls, Archie is an eligible bachelor!

⑨ ARTHUR G. BAXTER

An Englishman of quiet refinement with a friendly smile for all, is Arthur Gordon Baxter (photographic workroom) who on June 16 celebrated his quarter century of Eaton service.

To mark the occasion, a reception was held for Mr. and Mrs. Baxter at the lovely California style bungalow of Mr. and Mrs. Vic Weston on the banks of the Red River. Here, following a scrumptious hot dinner, Mr. Baxter was presented with a nest of walnut end tables, Mr. Jack Gandy acting for the staff. Mrs. Baxter was also the recipient of a corsage. Mr. Brian Hill then proposed a toast to the guests of honor, and a delightful social evening followed.

Born in Cheltenham, Eng., "Bax," as he is popularly known, is a banker who turned photographer. His first love in sport is tennis, and as a member of the Deer Lodge Club, Bax plays in the championship class.

As we go to press, Mr. and Mrs. Baxter are in Vancouver. Bax's quarter-century holiday gives them time to spend a long visit with daughter Muriel, formerly of Winnipeg store and now with the executive office of Eaton's in British Columbia. Another daughter, Phyllis, is the wife of Mr. Gil Hall, formerly of Winnipeg, who was recently transferred to the Company's B.C. organization. Have a good holiday, Mr. and Mrs. Baxter!

In the picture, Mr. Baxter is being greeted by Mr. Ernie Morey, head of department.

⑩ JOSEPH McRAE

Joseph McRae, with the lingerie in the mail order, was welcomed into the Eaton Quarter-Century Club on June 24. Joe, as the popular Englishman is called, has spent 20 years with the lingerie, his first five in the store being a member of the mail order radios' staff.

Mr. W. R. Harris, head of the department, presented Mr. McRae with a lovely arm chair with matching foot-stool. A great "home boy," Joe really appreciated the thoughtfulness of his associates.

Joe played an active part in the Eaton Santa Claus parade for many years and got a great kick out of helping to bring thrills to countless thousands of Winnipeg children.

Mr. and Mrs. McRae are planning an interesting and exciting trip for the two-months' Q.C. vacation. They expect to visit relatives in Detroit, Toronto, Ottawa and Chicago. Hope you have a wonderful trip, folks!

⑪ BEN B. GIBSON

A member of the stock audit for the past seven years, Benny Gibson, who joined the Eaton Quarter-Century Club on June 16, gained valuable experience for his present position during eight years spent with the basement store and ten years with the western buying office. On Benny's quarter-century morn, Mr. J. L. St. John, supervisor, presented him with a handsome gladstone travelling bag as a memento from the staff. Mr. St. John also thanked Benny for his capable, conscientious

(Continued on Page Fifteen)



What is more fun than a picnic? Two picnics. The biggest staff picnics held so far this summer were those staged by the receiving room and the engineers. Both were held at St. Vital fair grounds and attended by a total of nearly 1,000 Eatonians with their families and friends.

Capering clowns added a circus effect that delighted the children; while smiling committee-men handed the little folks balloons, windmills and other coveted souvenirs. Eats were in abundance, too—hot dogs smothered with mustard (ice cream, cokes and what-would-you-like, sonny?)—all for free! A big sports program kept other committee-men busy and the prizes were “tops”—shirts, neckwear, handbags, hosiery, sporting goods—a host of things to take home with pride! And finally came supper in the big curling rink where everyone sat down, to scrumptious eats with hot tea or coffee served by those hard-working committee-men.

A sound system with the versatile Alex Gilchrist in charge, was available for announcements and supplied musical selections throughout both picnics.

The receiving room picnic was held on the lovely Saturday afternoon of June 18 and captained by Dan Galbraith, head of department. Enjoying the day were receiving room men, caretakers and night watchmen, together with their families and friends making the attendance around the 500 mark.

The engineers with associated staffs, chose the following Saturday, June 25. Directed by Alex Bowman, head of department, and his aides, a grand time was enjoyed despite the occasional downpour. During the supper hour a long list of door prizes was distributed to lucky staff members.

Yes, sir, picnics are fun—especially when you get a big crowd of Eatonians and their families together under a summer sky! On the following pages are glimpses of the picnickers, some “shot” by Contacts and others by photographer Clark Popham.

(Continued on Pages 16 and 17)

Welcome to the Quarter-Century Club

(Continued from Page Fourteen)

service, adding that the latter had earned his long holiday, and he wished Mr. and Mrs. Gibson every happiness.

Benny responded in his inimitable manner and with a happy “just what I needed” smile. Meanwhile that swanky new bag is probably at this moment costing Benny tip money, as he and Mrs. Gibson are en route to Montreal via the Great Lakes. Before they left, a number of old friends stood Benny to a send-off stag party. Also adding pleasure to the new Q.C. member's big day was the receipt of congratulatory messages from various western stores, where B.B.G. is a familiar and favorite figure.

Winnipeg born, Benny has a son, Dale, 16, and a Daughter, Carol, 13, who join with us in wishing Pop Gibson “many happy returns!”

[12] MISS ELSIE GOODALE

Miss Elsie Louise Goodale (men's shoes, mail order) was welcomed into the Eaton Quarter-Century Club on June 26 by Mr. L. W. Houston, group manager, who presented her with twin suitcases on behalf of her associates. Miss Goodale also received

many personal tokens from friends around Eaton's which were admired by visitors who called at her gaily decorated desk.

Quiet and efficient, Miss Goodale is interested in children's work and does a lot of church work. She plans to spend her two-months' vacation at points in Eastern and Western Canada.

[13] NORMAN McDONALD

Winnipeg born, Norman McDonald II, assistant in the gloves and hosiery, mail order, celebrated his entry into the Eaton Quarter-Century Club on June 16. It was a big day for Norman. As reported in July Contacts, he was presented with a gladstone bag, honored with a dinner held at Moore's restaurant followed by a party at the home of Mrs. Nellie Marks. Nor should we forget the lovely bouquet of roses for Mrs. McDonald.

Born in Norwood, Norman is the son of that staunch-hearted Scot, Norman McDonald, Sr., formerly with the mail order merchandise office for many years and now enjoying his well-earned retirement. In leisure hours Norman is a bowler and fisherman—but admits that in the latter sport he's “not as good at it as my dad.” Many happy returns!



"A long pull and a strong pull." . . . Top four pictures show tug-o'-war, won by Jack McVey's team. Mr. D. C. Howat presents Jack with the Pickard trophy.

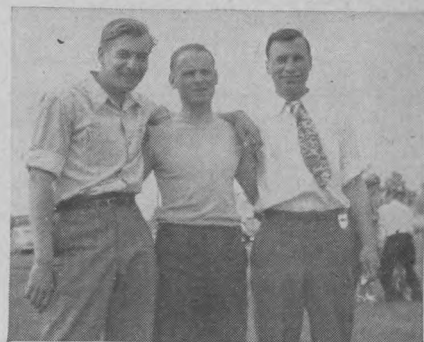


It's Picnic Time!

500 Eatonians and Their Families Enjoy Annual Outing of the Receiving Room, Caretaking and Night-watchmen Staffs at St. Vital Fair Grounds.

The hot dog stand did a roarin' business—and all for free! Jack Moore and chefs, Mr. and Mrs. W. Christie.





Among Those Pictured:

Top, left—The committee who did a "swell" job. Bob Noble, though retired, took charge of the megaphone. Doug Howat is proudly shouldering his two lovely daughters.

Top, right—Mr. W. B. Pickard and Mr. and Mrs. A. D. MacDonell also enjoyed the fun.

Second row, left—Mrs. Dan Galbraith presided over the ice cream booth with her charming smile for all.

Third row, left—Clown Jennings won the hearts of kids young and old.

Fourth row, right—Jack Morrison and Mrs. Jack Smith ready for the three-legged race.





Engineers Dodge Showers at Big Family Picnic!





Description of Pictures on Facing Page

Top Row—Left: Alex Bowman (centre) starts the tug-o'-war (won by the pipe shop crew after a gruelling contest). Right: J. G. Anderson presents prizes to—1, Beverly Coe; 2, E. Matthews; 3, Rita Donnelly for 100 yards dash.

Second Row—Left: 100 yards dash—1, Joe Sutherland; 2, Dick Coe; 3, Bob Morrow. Right: Ladies' shoe race.

Third Row—Left: Mom goes after the groceries. Right: This little lady won a handbag.

Fourth Row, Left—Rita Donnelly and Albert Johnston, first in three-legged race.

Description of Pictures on This Page

Top Row, Left—Quarter-Century Club members muster strong turnout.

Second Row, Right—Supper in the big curling rink.

Third Row, Left—Prize-winners line up. Note the smiles of triumph!

Lower Right Corner—"Thanks for the windmill, Mr. Clown!"





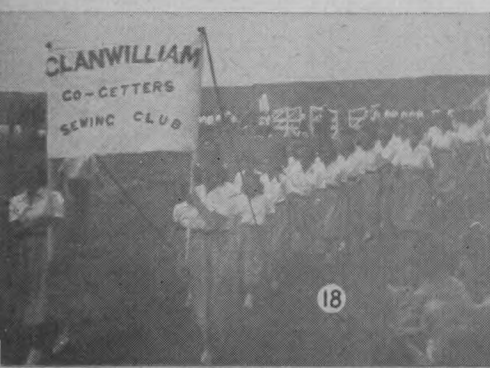
SCENES FROM BOYS' AND GIRLS NEEPAWA, KILLARNEY AND

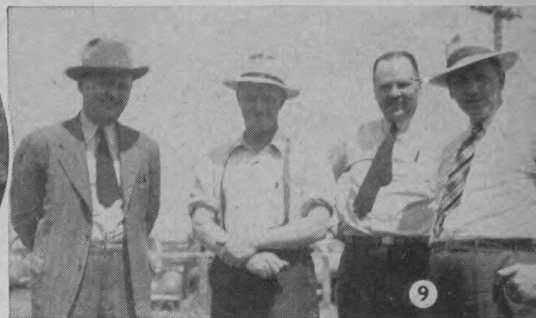
(See Page One)

1—Boissevain Calf Club on parade. 2—"And they can Deloraine: Viv Fredrickson, Ruth Rea, Jane McMechan, MacLean, Katherine Luptak, Sheila Cronk (Leader Jean 3—Rapid City Sewing Club and Moline Calf Club. 4—You

5—Turtle Mountain Calf Club and Deloraine Sewing Morrow buys a prize-winner for Eaton's. 7—The Ninga C fcllas, regardless of those silky curls! Bruce, 4 and Wayne, representative at Boissevain. 9—Gordon Muirhead, Eaton's Dominion Department of Agriculture (and brother of Ale assistant director, Extension Service; and George Morrow,

10—A girls' clothing club presents its fashion show at was teen-age Wilma Dunn. The Hon. Eric Willis was one gift from Eaton's. 11—Right: Reserve champion, shown 12—Poultry expert Mervin Mitchell demonstrates to the 9 of holding poultry—what to look for in a good hen; after of showmanship and judging of beef cattle; and J. R. Bel sioner, spoke on dairy cattle. 13—Barbara Stroud, Da by Eaton's. 14—The auction ring. 15—Mr. Gordon to rally club winners at Neepawa.





BOYS' AND GIRLS' CLUB RALLIES AT KILLARNEY AND BOISSEVAIN

(See Page One)

grade. 2—"And they can sew, too!" Third-year Sewing Club in Rea, Jane McMechan, Alice Bereselick, Moira Innes, Oriole Ceila Cronk (Leader Jean Wheatley missing from picture). Moline Calf Club. 4—Youth and age watch the Killarney rally.

Club and Deloraine Sewing Club on parade. 6—Mr. George Eaton's. 7—The Ninga Calf Club took honors. 8—Two stout fellows! Bruce, 4 and Wayne, 2, sons of Wallace Lee, agricultural Gordon Muirhead, Eaton's; Frank Bowman, marketing branch, future (and brother of Alex Bowman, Eaton's); Walter Fraser, vice; and George Morrow, Eaton's.

resents its fashion show at Boissevain. Elected "Rally Queen" Hon. Eric Willis was one of the judges. Every girl received a Reserve champion, shown by Roy Rankin, Ninga Calf Club. Well demonstrates to the 900 club members the correct method for in a good hen; after which Mr. Muirhead discussed points beef cattle; and J. R. Bell, then provincial livestock commissioner. 13—Barbara Stroud, Dand Calf Club, and "Junior," bought on ring. 15—Mr. Gordon Muirhead, Eaton's, presents prizes to a group of girls.

(Continued on Page Twenty-Two)



TRAINED AGRICULTURISTS

(Continued from Page One)

There are calf clubs, poultry and swine clubs, seed growing clubs, horticultural clubs, sewing and clothing clubs (with their subsequent fashion shows), cooking and other home economics and miscellaneous groups.

For over two decades now The T. Eaton Company has enthusiastically supported Boys' and Girls' Club work in the rural areas of Manitoba, by purchase of champion and prize-winning calves at premium prices. Such prices paid these young agriculturists are an incentive to all club members to improve the quality of their stock.

Winners at the many club rallies are also awarded prizes for their various projects. Community shows and sales of fat cattle likewise receive the substantial support of our Company in an effort to give practical encouragement to agriculture.

Directing this junior farm club and agricultural project for Eaton's is Mr. Gordon Muirhead, well known throughout the province as an authority in this field.

On pages 20 and 21 of this issue are a few typical scenes of calf club sales and club rallies photographed by Contacts at Neepawa, Boissevain and Killarney on June 11. Like other rallies held throughout the province, champion calves were bought and prizes awarded to club members by Eaton's.

Attendance reached a peak in Neepawa when 900 boys and girls, representing 60 clubs, paraded in their colorful and individual club uniforms. Each club bore aloft its banner, heads were proudly erect, each member was smartly in step—citizenship in the making!

Howdy, Jim Junior!

Congratulations to Mr. Jimmy Thompson (assistant, hardware) and Mrs. Thompson upon the birth of a son on July 23. Husky James Christopher, Junior, checked in at 9 lbs. 6 ozs. Mother was the former Miss Chris Dark (gloves and hosiery). Sister Dale, two summers and a bit over, is tickled pink to have a little brother to boss and to brag about.



*Yes Sir
That's
My Baby!*



Left—Wide-eyed Susan Leslie is pictured in a bewitching pose. She is the daughter of Mr. and Mrs. T. Milroy. Mr. Milroy is with the plumbing and heating department, and Mrs. Milroy was the former Agnes Stancove of the hosiery and drug offices. Born on February 14, Susan was a wonderful Valentine present.

Right—Little Brian Beavis, 2½ years, is seen feeding his baby brother, Robert Allan, born June 1. They are the sons of Mr. Alf Beavis (lingerie department) and Mrs. Beavis, the former Alice Hembroff (infants' goods). Mr. Beavis has been making a name for himself as an expert amateur photographer in the recent Free Press photo contest.

BOYS' AND GIRLS' CLUB RALLIES

(Continued from Page Twenty-One)

16—Margaret Beattie, Killarney, another prize-winner. 17—"Sunbonnet Sue," 21-months-young Carol Van Vorsele, of Minto. 18—Clanwilliam Sewing Club got a big hand. 19—Left: Jane Gustafson, Erickson, is adjudged "Rally Queen" at Neepawa; Lois McKenzie, Rapid City, won honorable mention. Clothes are made by the girls themselves. At rear: Miss Doris Baskerville, extension service, who was commentator. 20—Section of the big crowd at Neepawa watching the rally parade, which was followed by an exhibition of horsemanship and jumping. Ball games and sports rounded out the day.

21—Mr. Eric Gowler, president, Boissevain Agricultural Society. 22—May Dunn (Jacques Calf Club) gets first prize at Killarney. Last year May won the grand championship. 23—Desford Junior Seed Growers had a smart turnout. 24—The Hon. Eric Willis at Boissevain, his home town. Mr. Willis congratulated the clubs on a great turnout. He "had six calves in the show" himself. 25—This is serious business. These boys are judging seed. Before them on the fence are also a series of weeds for their identification.

It was a pleasant experience to again meet so many officials of the Provincial Government, the Fat Stock Shows and familiar faces from the surrounding communities: Reeve R. A. Patterson, of Boissevain; Ernie McCausland, Eric Gowler, Wallace Lee, R. Whiteman, Percy Ford, Grenville Bates, J. R. Bell (now deputy minister of agriculture), Mervin Mitchell, Miss Doris Baskerville, Miss Geraldine Milner, Walter Fraser and other well-known members of the Extension Service—not forgetting James Moore, public relations, of the Council of Boys' and Girls' Club work from Ottawa—each doing his or her part to make our rural youth skilled agriculturists and happy, all-round citizens.

June 24-49

Woodlawn St.
Deer Lodge

Dear Sir,

Twenty five years ago, I bought the sweater from Eaton's for my daughter on her 12th birthday.

A few days ago she returned it to me to see if her young sister could wear it out. I know it had awfully hard wear & more washes than one can remember. All through her teen years & those spent as one of your employees it was always under the winter coat. One doesn't often find such wonderful quality in young people's garments, with the feeling that your staff & buyers may like to know & see a sweater that didn't shrink & just won't wear out (and the cost was \$2.95). I am taking the liberty of sending it.



"Money's Worth"

The letter reproduced above tells its own story—a sweater bought 25 years ago for \$2.95, worn constantly and still going strong! Knit from all-wool worsted yarns, its price today would be about \$6.95. When Contacts ran into Miss Nettie McPherson (girls' wear) and asked her to model the sweater for our photographer, it fitted her perfectly. And coincidentally, it seems that the lady who so kindly wrote the letter happens to be a friend of Miss McPherson's! It's a small world!

* * * *

22-Year-Old Percolator Still in Constant Use

"31 Orange Hill Rd., Prestwich, Manchester, England.

"Just a line to ask you if this is a record life for a coffee percolator. I purchased it in 1927, along with a few knives and forks, at 90 cents from the Winnipeg mail order. At the time I was a very new bride from England, and they were the first things bought from your store. The knives and forks are long since scattered and lost, but the old percolator though dented and battered has been in constant use for 22 years. We have been back in the old country many years now, but I say 'thank you, Eaton's,' for a good 90-cents' worth. Best wishes from an old customer.

Mrs. H. SIMPSON."

Another example of Eaton "most for the money" values.

LETTERS OF CREDIT

OPTICAL DEPARTMENT COMMENDED Take a Bow, Mr. Fred Olson

"Winnipeg Beach, Man., June 26, 1949.

"Just a brief note of sincere thanks to you for the prompt and most efficient manner in which my request for service you performed on my glasses last week, and also for the most careful manner in which they were packed for safe return to me.

"To think that you could only have got them some time on Friday and I had them back on Saturday was really 100 per cent service. I will not forget this incident in a hurry, I can assure you.

"Many, many thanks."

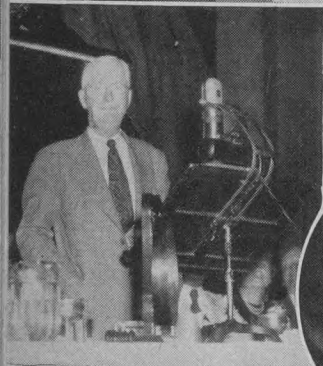
An "Orchid" to Miss Jean King, No. 26, Hosiery Department

In a letter to the management commenting on the satisfaction she has always received from Eaton's, a customer adds: "Also please pass on to No. 26 my thanks, as she was exceptionally pleasant."

* * *

"Pickle Crow, Ont., June 26, 1949.

"I wish to thank you very much indeed for your prompt action in having my glasses attended to so quickly. I am very pleased with them and appreciate this very much."



For Description
of Pictures
See
Facing Page



Manitoba Salutes Its Unforgettable Deputy Minister of Agriculture

James H. (Jim) Evans, I.S.O., Tendered Recognition Banquet

SUCCESS

He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men, the trust of pure women and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has looked for the best in others and given them the best he had; whose life was an inspiration; whose memory is a benediction.

—Bessie A. Stanley

Those lines may well have been written in tribute to Mr. James Howell Evans, the boy who emigrated from Wales to Canada; worked as a farm hand, graduated from Agricultural College, rose to Deputy Minister of Agriculture for Manitoba, a position which he held with great distinction for 34 years. On Wednesday evening, June 29, some 300 of Mr. Evans' friends in Agriculture and Industry tendered him a banquet at the Royal Alexandra Hotel to mark his retirement. Mr. R. J. Speers, a close friend of the retiring Deputy Minister for many years, was chairman.

The speakers (all of whom are leaders in agriculture and industry) paid a warm tribute to Mr. Evans and his many gifts. They spoke of his great contribution to the development of agriculture in the Province for which he was decorated with the Imperial Service Order. They told of Mr. Evans' qualities of leadership; his unlimited capacity for friendship; his shining loyalty. Drawing from a store of memories over the years, some related incidents of Mr. Evans' courage; his unfailing sense of humor; his quick sympathy; his idealism and eloquence that is balanced by a knowledge of human nature and a keen, penetrating judgment.

"A Gift From the Hearts of His Friends"

Prolonged applause greeted Mr. Pickard's tribute when he declared that Mr. Evans, because of his knowledge of agriculture and world affairs, his diligence and efficiency, was "one of the greatest Deputy Ministers of Agriculture to be found anywhere." Then on behalf of the gathering Mr. Pickard asked Mr. Evans to accept these "gifts that, while not a pot of gold, are presented from the golden hearts of your closest friends."

Mr. Evans Responds

"Whosoever of you would be chiefest, let him be the servant of all," quoted Mr. Evans on rising to respond. Though deeply affected by the many testimonials of friendship and esteem he voiced his gratitude with characteristic eloquence, declaring that "the majesty of this gathering is its genesis."

Referring to those who had been a great help to him during his career he had a special mention for The T. Eaton Co. Limited, adding that it had helped him

solve his first problem in agriculture. Mr. Evans' concluding words were tributes to the Hon. Mr. Bell, Minister of Agriculture; to his secretary, Mrs. Coop, and to his own staff for their outstanding support and loyalty over the years.

* * *

About the Pictures on Facing Page

Top Picture—Glimpse of the banquet in the main dining-room.

Second Row—Left: Mr. J. W. Speers, representing Manitoba Dairy Association. Centre: Mrs. D. L. Cameron, president, Manitoba Women's Institutes. Right: Mrs. Evans (third from left) receives a bouquet presented by Mr. Joseph Harris. On Mrs. Evans' left is His Honor Lieutenant-Governor R. F. McWilliams, on her right His Worship Mayor Coulter and Mrs. F. C. Bell.

Third Row—Left: Mr. H. L. Dempsey, president, Manitoba Agricultural Societies. Centre: Mr. Evans receives a token from the gathering, presented by Mr. W. B. Pickard, superintendent of The T. Eaton Company. Right: Mr. C. M. Learmonth, Saskatchewan Department of Agriculture.

Fourth Row—Left: Mr. F. Hedley Auld, chancellor, University of Saskatchewan; Centre: Mr. R. J. Speers, chairman. Right: Hon. F. C. Bell, minister of Agriculture and Immigration.

Lower Row—Left: Mr. Evans receives a gift, presented on behalf of the assembly by Mr. Joseph Harris. Right: Mrs. Garnet Coulter, Hon. F. C. Bell, Mrs. R. F. McWilliams and Mr. Evans.



These Good Men and True to Take Well-Earned Rest

WILLIAM ALEXANDER

(Top left.) A member of the meat department staff for nearly 20 years, Mr. William (Bill) Alexander retired on June 15 and has returned to his old home town of Listowel, Ont., where he will settle down and take life easy. Bill's sunny smile and genial nature will be missed by his associates, and as a parting gift he was presented with a handsome wrist watch, Mr. W. Hodgson, supervisor, acting for the staff. In his earlier years, Mr. Alexander was an all-round athlete, and is proud to recall that he also won the Eaton horseshoe pitching title some years ago. A graduate nurse, his wife attended the late Sir John Eaton on various occasions. Best of luck, Mr. and Mrs. Alexander, and many happy years ahead together!

ALEXANDER BEWICK

(Top right.) After a fine record of 37 years with the Company, Mr. Alexander Bewick (china department) retired in June with the best wishes of his fellow workers and the gift of a wallet, presented by Mr. Vic. Dancer, head of department. Mr. Bewick has two sons with Eaton's—George, of the basement store; Jim with the men's furnishings. Another son, Jack, is with City Dairy. A widower, he resides with his daughter, Mrs. Gloria Neufeld.

ALEXANDER BLACK

(Lower left.) Who doesn't ken Alex Black, the likeable little Scots baker who has made those delicious scones so popular with Eaton customers for the past three decades?

June 10 was Mr. Black's 30th anniversary with the Company, and on that day he hung up his snowy apron for the last time, deciding to retire and spend more time playing his beloved golf. On behalf of the grocery staff, Mr. W. Wakefield, supervisor, presented Alex with a duffle bag, golf balls and club covers. Golf is in his blood. Alex's father was a "pro" in Scotland, while Alex himself was runner-up for the Manitoba amateur championship some years ago. Today he and son, Alex Black, Jr., both play a top-flight game and are members of Niakwa Club. Good health and good golf!

WILLIAM BRYDON

(Lower right.) William (Bill) Brydon (dispensary, drug department) retired on June 30 after 29 years of continuous service with the Company. Upon leaving, Mr. Brydon was presented with a fine pipe by Mr. G. P. Blakeman, supervisor. As you puff on that sweet briar in your well-deserved leisure, we wish you the best and may you enjoy good health and happiness for many years to come!

MRS. CLARA GOULD

Friends and associates of Mrs. Clara Gould, 1100 department, gathered in the board room on July 16 to attend a presentation in her honor. A slender little lady with a kindly smile for all, Mrs. Gould has decided it's time to take a rest after 29 years with the Company.

On behalf of the staff, Mr. John Laing, supervisor, presented Mrs. Gould with a gift-wrapped package nearly as big as herself. It contained fleecy wool blankets, sheets and a lovely pink bedthrow. He conveyed the good wishes of all and thanked Mrs. Gould for her years of loyal service. Fellow workers then crowded around her and kissed the little lady good-bye.

"We'll all miss her very much indeed," volunteered a staff member of the big, sunny vegetable room, "Mrs. Gould is a lovely person." "And when women speak that way about each other, they really mean it," declared another.

* * * *

EDWARD LORD

On Saturday morning, July 9, the staff of the mail order staples gathered to honor Mr. Edward Lord on his retirement from the Company. Mr. William Hopps, supervisor, presented Mr. Lord with a set of pipes and paid tribute to his loyal and conscientious service during the thirty-three years he had been with Eaton's.

Responding, Mr. Lord thanked Mr. Hopps and the staff for their many kindnesses to him through the years.

Edward Lord was born in England and served with the army for 12 years during which time he saw action in the Boer War.

During the morning Ed's many friends in the mail order dropped around to extend their best wishes. Come back often and visit us, old timer!

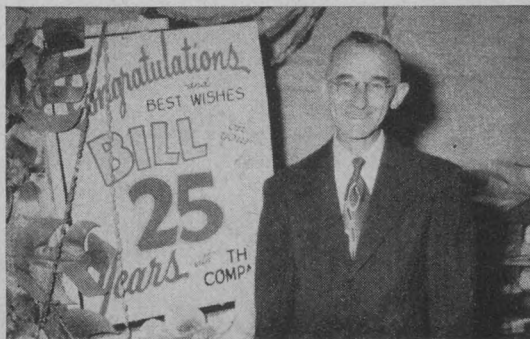
WELCOME TO THE QUARTER-CENTURY CLUB

(Continued from Page Fifteen)

WILLIAM GORDON

Mr. William (Bill) Gordon, mail order packing, celebrated his twenty-fifth anniversary with the Company on July 26. With the presentation of a commode table, Mr. Gordon was officially received into the Eaton Quarter-Century Club.

An Irishman by birth, Mr. Gordon has been with the mail order packing since July 16, 1924. He plans to drive with his wife, to California and through the western states. Hope you have a wonderful two months' vacation!





Bright Grade Six-ers Knew All The Answers

(Or Many of Them Anyway)

"And the whining school-boy, with his satchel and shining morning face, creeping like a snail unwillingly to school . . ."

Maybe so, Mr. Shakespeare, but those lines don't befit a group of boys from Grosvenor school who visited Eaton's on Tuesday afternoon, June 28. Judging by the alertness, the keen interest in things scientific and apparent high standard of intelligence shown by these grade sixers,

we'd say they ran to school with a smile—rather than "whined or crept like a snail."

About twenty of the boys accompanied by their teacher, Miss Staples, spent some time in the research bureau and then took in the photographic workroom. Mr. Frank Cowley and Mr. Bob Hutton (sporting goods) were hosts to the young visitors. The boys were greatly interested in all the intricate equipment and kept the demonstrators on their toes answering questions.

Told by Mr. Bass that a certain piece of research equipment had a speed of 3,000 revs., one lad wasn't particularly impressed. He nonchalantly told of having an airplane engine whose speed was 7,000 revs.

"That's pretty fast, isn't it?" commented Mr. Bass, pleasantly.

"Oh, I don't know," replied the grade sixer, tolerantly, "after all, a Jet does 20,000."

And then they moved on to the photographic workroom where they were greatly interested in seeing how pictures were developed and printed on a large scale. Of special interest of course, was the Company's

in the print. Not only is the usual high calibre of Eaton service maintained, but the album print method enables one to keep intact a series of events—or a pictorial story of a holiday trip—bound for safekeeping.

Progress, ever progress! We hope you enjoyed your visit, boys, and do come again, won't you!

* * *

Pictured at top left are the grade six-ers who visited Eaton's recently. First boy from left in second row is Hugh Cowley, son of Mr. Frank Cowley, supervisor of sporting goods.

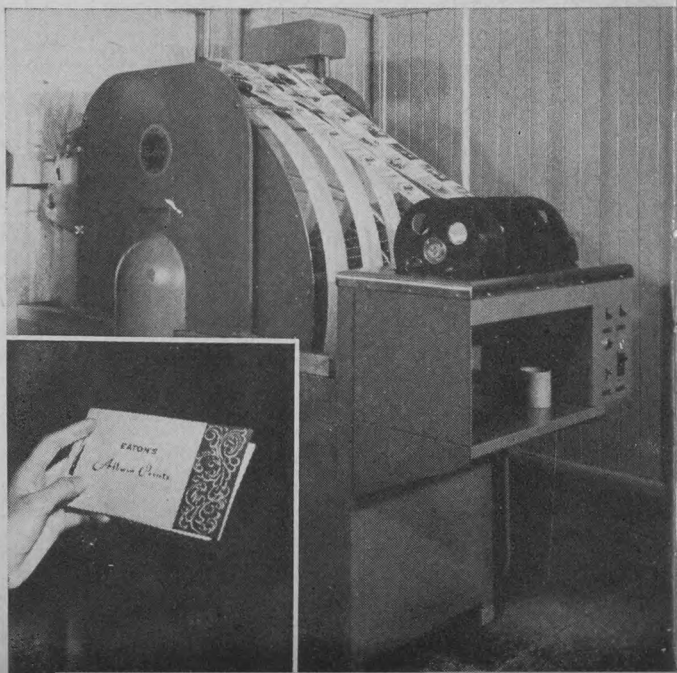
* * *

New Continuous Processor

This remarkable machine, only recently installed, is used in the production of the new Eaton album prints. By this process one gets an enlarged print from each negative on the roll bound in an attractive self-contained album. An envelope at the back of the album contains a negative of each snapshot.

The accompanying picture shows prints coming off the area after being processed. This brand new machine has a capacity of 2,400 prints per hour. Each negative is integrated by a photo electric cell. This automatically assures the right tone values

Twenty-Eight



JERRY BEST WINS GRAND CHAMPIONSHIP

The John David Eaton Trophy emblematic of the Eaton Men's Golf Championship, was won by Jerry Best (women's shoes) on July 7 at Elmhurst.

Jerry, who took the "A" Class title in the field days, copped the crown in a hard-fought 36-hole play-off with J. Castelaine (stoves), winner of the "C" Class. Congratulations from all of us, Jerry, and also congratulations to runner-up Castelaine for a splendid try!



Important Note for the Oldsters!

Secretary Meyers announces that SENIORS' GOLF FIELD DAY will be held on Monday, August 29, at Elmhurst. Please send in your entries NOW to Jack Meyers, mail order merchandise office.

Entries Close August 15

Going Motor Tripping?

PLAY IT SAFE!

For Safety on the Road Cultivate the Habit of Defensive Driving

Defensive driving is the ability of a driver to recognize the ingredients of an accident in the making and build up such a defence against it that it just cannot happen.

Have your vehicle under complete control at all times and especially at uncontrolled intersections.

Carry at all times such necessary cards as driver's license, vehicle license, and personal liability card.

Make certain your car is in good mechanical condition and safe to operate. Correct defects immediately.

Acquaint yourself with all traffic regulations and obey them.

Exercise the utmost courtesy in connection with pedestrians. Avoid splashing during wet weather.

Watch for children playing on the street, especially when travelling through school territory.

Signal when making turns or stops.

Stay in line when in heavy traffic. Avoid weaving or cutting in.

Be sure the road is clear before you back your vehicle.

Don't rely on drivers seeing you!

—From Eaton's Safety Booklet, "P.S."

HIS PRESENTS REQUESTED

An Irishman, inviting a friend to his wedding anniversary, explained how to find him in the apartment house where he lived. "Come to the seventh floor," he said, "and where you see the letter D on the door, push the button with your elbow and when the door opens put your foot against it."

"Why do I have to use my elbow and my foot?" asked his friend.

"Well, for heaven's sake!" exclaimed the Irishman. "You're not coming empty-handed, are you?"

If you want to make a dangerous man your friend, let him do you a favor.

—Lewis A. Lawes, Warden of Sing Sing

* * *

For a long life be moderate in all things, but don't miss anything.

—Dr. Adolf Lorenz

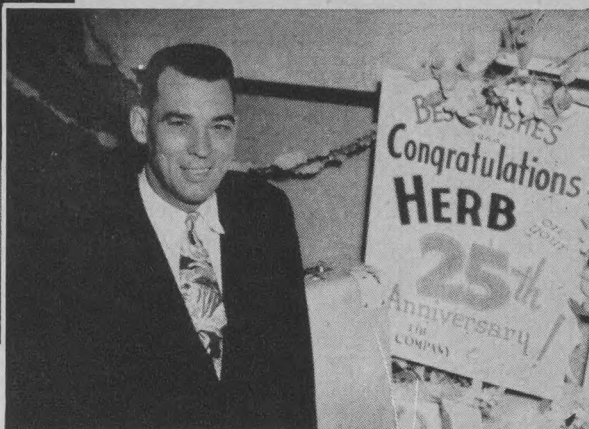
FISHERMEN, AHOY!

Like To Go Fishing With Some Congenial Pals?



At a meeting held on July 20, for the purpose of organizing an angling club, it was proposed by Mr. A. B. Mudge and seconded by Mr. J. Bay, that Mr. W. Evans and Mr. J. Faill act as organizers for a trip to be held on the September long week-end, place to be determined and announced at a later date.

As it is late in the season, we can only get in one trip this year, but it is proposed to elect officers and be ready for a full season of enjoyment and fellowship next year. It is hoped to have at least 150 members in the club. All interested are asked to send their names to the time offices or Mr. J. Faill, department 130.



Welcome to the Quarter-Century Club

DAVID BURNS

Mr. David Burns, section head of the poultry, celebrated his 25th anniversary with the Company and the department on July 8. As a memento from the staff, the genial Dave was presented with a "Toastmaster" by Mr. W. Hodgson, supervisor.

Scottish born, Mr. Burns has been with the poultry section for his entire service and has a large clientele of regular customers. Prior to this he worked for Robinson & Co., a pioneer department store in Winnipeg.

An ardent sports fan, Dave bowls at the West End Lawn Bowling Club and is a member of the Eaton Men's Golf Club. For his quarter-century holidays, Mr. Burns plans a trip to Toronto, accompanied by Mrs. Burns. Happy holidaying!

HERBERT GREEN

Herbert Green, head of department in the mail order drugs, celebrated his 25th anniversary with the store on July 7. Mr. R. L. McGurk, assistant, presented Mr. Green with a travelling bag, which will be useful for the wonderful Q.C. trip that Mr. and Mrs. Green are planning. They will motor to Florida, California, New York, Los Angeles, and other major points of interest in the United States. A Yorkshireman by birth, Mr. Green has been associated with several departments in the store, gaining valuable experience which has been incorporated in his work as head of the mail order drug department.

Genial hosts, Mr. and Mrs. Green's lovely home on Kingston Crescent is familiar to many Eatonians who have been entertained on various anniversary and other occasions.

BATTER UP!

Eaton Softballers in Action *

GIRLS' DIVISION

The Imps look like the team to beat in the Girls' Division. Still undefeated.

Two girls' teams made trips recently, the Jets to Teulon and Imps to Stonewall. A good time is reported by all.

MEN'S DIVISION

Rockets and Combines are battling it out for first place with two losses each. Decots gave the Bombers a taste of their hitting power, walloping them 25 to 1. Pitcher J. Young was within an ace of pitching a no-hit, no-run game. B. Melnyck and R. Ivason hit the ball hard.

Latest Standing, Including Games Played July 8

BOYS' DIVISION

Club	P.	W.	L.	Pct.
Rockets	9	8	1	889
Combines	10	8	2	800
Pirates	11	7	4	636
Decots	11	6	5	545
Gremlins	10	4	6	400
Bombers	9	1	8	111

GIRLS' DIVISION

Club	P.	W.	L.	Pct.
Imps	9	9	0	1000
Royals	9	8	1	889
B.P. Bees	10	6	4	600
Red Wings	9	5	4	556
Jets	9	4	5	444
Cubs	9	2	7	222
Rangers	10	1	9	100

—Wm. M. Clay.

PRINTING PLANT PATTER

By B. Goulet

On July 8 we said au revoir to Harry Jackson, and on July 15 to Robert Patterson, composing room foreman, both having retired after many years with the Company.

Mr. Galloway (retired) has been on the sick list ever since returning from Penticton, B.C., to reside. Hope you will be better soon, Mr. Galloway!

Away sick for some time is Cliff Lyons. George Kuntz came in to tell us he's quite on the mend now.

Miss Hoffman came in to say good-bye. She is making her home in Vancouver, B.C.

* * *

ALEXANDER AVENUE WAREHOUSE

By A. Surbey

Furniture—A presentation was made to Bill Holland, who left to join the Post Office staff. He received a gift of a shirt and tie, Mr. R. J. Brown, head of department, doing the honors of the department, who gathered to wish him good luck and prosperity.

Paging Mrs. Gillings!

A Regina business man, writing to the jewelry department, adds this gracious compliment which is shared by Mrs. E. Gillings:

"May I thank you for your most courteous attention. It was the patient, courteous service that you rendered, and which I did not receive in other stores in Winnipeg, which prompts me to forward you this letter, with my thanks."



WHEAT CITY BRIDES HONORED

Left—Miss Emerald Wilson shown shaking hands with Mr. H. R. I. McCausland, store manager, Brandon.

Right—Miss Audrey Fleming receives a wedding gift from her associates, presented by Mr. McCausland.

Approximately three years ago, the telephone exchange in the Winnipeg store saw Miss Emerald Wilson leave on her way to Brandon. Since she has been here, Emerald has done a first-class job in two departments. First, she kept things running smoothly in the drug and cosmetic section, and then her stenographic ability was needed in the B.P. office, consequently for the past year Emerald has been the credit manager's assistant.

After reading the above you may well appreciate our misfortune in having to say good-bye to such a capable and versatile girl. Nevertheless, Emerald may be sure that on June 18, when she became Mrs. W. B. Swanton, all our thoughts and best wishes were with her.

It was only in May that the Brandon mail order office lost one of its most valuable girls, and now again in June it has had to say farewell to Miss Audrey Fleming, who on June 22 changed her name to Mrs. D. Simpson. Audrey had been one of Brandon's most faithful Eatonians for six years, the last four of which she served in the mail order office. She may feel sure that her valuable experience in this office will be missed for some time. "All the best" was expressed to Audrey both by the Company and her fellow employees in the presentation of two lovely gifts.

FUR DEPARTMENT HAS DOUBLE WEDDING

On Wednesday, June 8, the members of the fur department gathered at the home of Mr. and Mrs. Stan Mathias, on St. Anthony Avenue, for a double event—a presentation of a blanket and pillow cases to Norma Young and a chenille bedspread to Claire Bouchard. Both Norma and Claire were brides-to-be. Mr. N. M. Taylor, supervisor, made the presentation. Among the guests was our Mr. Aubin.

Norma and Pat were married on June 15. Mr. and Mrs. P. Roberts left by motor for a trip through the States. Claire and Aime were married on July 2 at Letellier. Mr. and Mrs. A. Cadieux left by motor for a trip to Detroit.

To both our brides and their husbands we extend our good wishes for their future happiness.



Pictured above—Pat Roberts and Norma.

Pictured at right—Mr. and Mrs. (Claire and Aime) Cadieux.





BASEMENT STORE

By H. Kuhn

A bit of belated news comes from the basement meats, when on an evening in June, the boys of the department were hosts at a stag party in honor of Jerry Igmundson. The gang assembled at the home of Mr. Leo Caeppart, where an evening of fun was planned. The supper served was fit for a king, and Mr. Henry Kuhn deserves a hearty toast for this important feature of the evening.

Mr. W. Hodgson, supervisor, was called upon to say a "few words" and make a presentation to the groom-to-be. He wished Jerry many happy years of wedded bliss and gave the "man of the hour" a set of cooking utensils, which should help Jerry to do a pretty good job in the years to come.

The rest of the evening was spent in a sing-song, at which many fine soloists were discovered. My goodness, if only Horace Heidt had been there many contracts would have been signed pronto! The entertainment ended at a late hour and all made their way home tired but happy, and agreeing that it had been fun doing honor to such a fine fellow as Jerry. Our very best to you, Jerry; and thank you, Leo, for the use of your home.

Jerry was married to Betty Watson on June 18, and the happy couple spent their honeymoon at Kenora and other points.

*



Miss Josephine Rachwalski, commonly called "Jo" (basement fruits) was married to Mr. David Deslippe in St. Mary's Church on June 25. Mr. A. Alexander, supervisor, presented Jo with a gift of linen from the department. Mr. and Mrs. Deslippe will reside in Windsor, Ontario.

*

The basement meats said good-bye to Mrs. Edna Block early in June, when she left to take up her duties at home. A presentation was made to her at the close of the day. Come around and see us, Edna, any time.

The meat department said farewell also to one of their newer boys in the person of Ray Remple, who left his service in the store. A presentation was made to Ray on the evening of his departure. Best of luck to you, Ray, in your new position!

Thirty-Two

Congratulations go to Dave Gray (meats), our genial fisherman, who is the proud daddy of twin lasses. We hear they are named Jacqueline and Geraldine. Last report was that mother and daughters were doing fine.

* * *

MAIN FLOOR

Our deepest sympathy is extended to Mrs. D. Proctor (jewelry department) in the loss of her mother.

Mrs. V. Nicholl is convalescing in hospital after an appendix operation. To help her on the road to recovery is the thought of her engagement to Ralph Carson, of the carpet department.

Mrs. V. Holbrook recently fell and broke her arm. Hope it heals in record time, Mrs. Holbrook, and you'll be back soon.

Miss Shirley Tipping returned recently from Moose Jaw sporting a lovely diamond on that all-important finger. The lucky fellow is Roger St. Cyr, of Moose Jaw.

Mrs. E. Mascall is on the sick list. Hope you have a quick recovery, Mrs. Mascall—we want you back with us.

The jewelry department turned out "en masse" to the breakfast for Miss Amie Laurie in the grill room on July 5. Miss Laurie left to be married to Tommy Caldwell on July 9. Mr. J. Yelland, assistant, presented her with a four-place setting of Russell Wright china on behalf of her associates in the department.

* * *

SECOND FLOOR

By Mabel Deacon

Miss Margaret Vestrup (fancy goods) has returned from her two-months' quarter-century holidays with glowing reports of California, Edmonton and Calgary. However, she's very happy to be back home in Winnipeg and Eaton's.

Miss Evelyn Wilcocks has been spending her holidays in the hospital. Hope you are better soon.

Misses Elsie Cameron, Kitty Thornhill and Clella Henning went fishing at Norman, Ontario. They didn't catch any fish but they caught wonderful sunburns.

Mr. S. H. Williams, supervisor, is going down to Clearwater Bay to supervise the building of his new summer cottage, "Happy Hollow."

Mr. P. H. Cranston, head of department, who was in hospital two months ago, is now at home recuperating very nicely. Hope to see you back at work soon, Mr. Cranston!

Miss Kay Patson left the dress goods department on July 9 to become the bride of Mr. Steve Kosack. The wedding took place in St. Michael's Church at 11 a.m. on July 16. Mr. P. E. Odell, head of department, made a presentation to Kay on behalf of her many friends in 233. Good luck and best wishes for your future happiness, Kay and Steve.

* * *

THIRD FLOOR

Mr. W. Alexander (poultry section) bid farewell to the department on Wednesday, June 22, after 19 years of service with the Company. He is retiring to a little farm near Toronto. Friends in the department presented him with a gold wrist watch and a lovely tie. We wish both Mr. and Mrs. Alexander lots of luck and happiness in the future.

By M. Deacon

Mr. J. Hobday (fancy goods) can stop pacing the floor now. His wife presented him with a lovely baby daughter on July 19. The mother, formerly Marg Chapman (also of the fancy goods) and baby are both doing well. Congratulations!

Mrs. Phyllis Shepard (department 175) joined the Eaton Quarter-Century Club on July 24.

* * *

FOURTH FLOOR

When Miss Fay Kalmakoff, head of the junior dresses department, left to be married to Mr. Bruce Webster on June 24, she was presented with a lovely large mirror from the department and from the girls in her section two silver pieces in the pattern which she is collecting, Stradivarius.

July 7 was scheduled to be the day of Mrs. A. Doiron's retirement from the dresses and the Company but, owing to illness, she was forced to end her 28-year service earlier. However, on that day, Mr. J. A. Ferguson, supervisor, led a delegation of one representative from each of the dress departments to Mrs. Doiron's home in Norwood and pleasantly surprised the kindly lady. Miss B. Hulme, signature, presented her with lovely red roses, while Mr. Ferguson gave her a wallet containing money, on behalf of her associates.

Mrs. Doiron, who spent 28 years in the dress department, was a favorite with Eatonians and customers alike. Although quiet, she never failed to give helpful advice, which endeared her to many. The afternoon was most enjoyable, and Mrs. Doiron proved an entertaining hostess, even on such short notice.

* * *

D.A. OFFICE CHATTER

By E. Landsley

Margaret Leibrech is wearing a happy smile and also a lovely diamond. The lucky fellow, Lorne Deitz, presented it to Marg on June 29. Our best wishes to both of you!

A shower for Ruth Stewart, bride-elect of August 25, was held at the home of Betty Thomas on June 9. Ruth was presented with a bedspread and linens.

Mary Lou Coe is looking mighty happy these days. Why? Mainly because she's wearing a beautiful diamond presented to her by Don Roman.

Congratulations are also in order for Vicki Romaniuk, who is wearing a lovely diamond on that all-important finger, and the all-important man is Johnny Dwernchuk.

Miss Shirley Puhon, a bride-elect of July 23, was honored at a miscellaneous shower on July 6 at the home of Evalynne Landsley.

Gladys Williams has left us for a three-months' visit to the old country with her mother. We wish you a good voyage and a grand time.

Yvonne Hanson has left us to take up housekeeping. On July 16 the girls in the office presented Vonnice with a slip as a parting gift, and wished her the best of luck.

Miss Shirley Puhon left the office to become the bride of Mr. Paul Harris. The wedding took place at St. Jude's Anglican Church on July 23. Before Shirley left she was presented with a set of copper-bottomed pans and kettle by Mr. R. W. Clark, on behalf of the staff. Shirley also received a corsage from her associates.

GENERAL OFFICE NEWS

By Ruth Peterson

Congratulations to three members of the general office who took prizes in the Hobby Show. First prize in the art section was presented to Lou Thorsteinson for a lovely copper-plate etching which she named "Still Waters." Mr. Walsh also took first prize for his collection of coins and stamps. Jean Ewart won second prize for a beautiful piece of needlepoint.

Shirley Brown came into the office on June 28 displaying a beautiful diamond ring. The lucky fellow is Barry Smith.

We are glad to welcome Irene Adams back after quite a long absence and hope she continues to keep well.

The general office girls would like to say a big "hello" to Grace Barnett and Mary Forman who recently underwent operations. Our best wishes for a speedy recovery, girls.

We extend sincere sympathy to Lillian Brown, whose nephew passed away on July 11.

* * *

SEVENTH FLOOR

Miss Doris England (budget office) was presented with a gift of linen by Mr. W. J. Thomson, on the occasion of her marriage to Mr. Bill Brown on July 9 in St. John's United Church.

* * *

EIGHTH FLOOR

By Frances Joba

Mrs. Muriel Lauraine, 30 years with the Company, has spent all her 30 years with the meat and grocery departments and is now head of the meat order board. Mr. McIntyre, supervisor of the telephones, presented her with a nest of tables and a lamp from her co-workers. She also received many gifts and flowers from friends around the store.

Mrs. Lauraine is a favorite in the department. She gets along very well because of her excellent qualities of thoughtfulness and sincerity. In the evening of her anniversary, a few close friends in the department surprised her at her home and spent a delightful time reminiscing over old times.

The staff of grocery order board spent a social evening at the "Homestead" in honor of Nora Leslie and Diane Robertson. Nora has been with the Company for ten years on the part-time staff. She and her sister are leaving Winnipeg for California in the latter part of July to make their home there. We wish them both happiness and good luck in their new surroundings.

Diane has been with the Company four years, also on the part-time staff. She is leaving to make her home in the East—object matrimony, we think. We will miss her chatter and her happy face. Mrs. Ruth Agland presented Nora with an overnight case and Diane with a cosmetic case.

Happy smiles in the ticket writing office show that Marion McCormick has received a beautiful diamond from her "best beau" on June 25. The lucky fellow is Bob McCreedy.

By G. McLean

On July 13, Mr. F. Smith (carpet workroom) was presented with twin girls at Grace Hospital. Mrs. Smith, a former Eatonian, was with the health bar. The twins are to be named Roberta Joan and Rosalind Jane.

Caldwell-Laurie

Miss Amy Laurie, of the jewelry department, surprised her associates when she announced her wedding to Tom Caldwell, which took place Saturday, July 9, in Winnipeg. Amy was entertained at a breakfast party in the grill room by her friends in the department on July 5, when Mr. J.



Left—Miss Amy Laurie and her Russel Wright china.
Right—Mr. J. Yelland, assistant, makes presentation to Amy.



Yelland, assistant, presented her with a beautiful four-place setting of Russel Wright china. Mr. Yelland, acting as chairman, thanked Amy for her nine years of faithful service in the department and expressed the regret of all present at the thought of her leaving, but their sincere best wishes for her future happiness. Telegrams from Mr. W. H. Matthews, supervisor, and Mr. A. Cranston, head of department, were read expressing best wishes and congratulations to Amy.

The charming bride-to-be, wearing a lovely three-rose corsage and a sparkling smile, thanked the gathering for the wonderful gift and the many happy times they have had together.

Around the Store

EIGHTH FLOOR—Continued

The carpet department held a stag at Mr. H. G. Jephson's "Dog House" recently to celebrate several old-timers' anniversaries in the department with the Company. From all accounts it was a great evening!

Miss Dinah Jaster (carpet workroom) is wearing a dazzling diamond. The lucky fellow is Jack Maughan.

Tsk! Tsk! Mr. Livingston, How Could You?

Our underground reporter shook his head ominously on hearing that Earl Livingston had won the stock audit annual golf tourney, which was held at Tuxedo on June 14, thus duplicating his last year's achievement.

"It is strongly hinted," whispered our snooper hoarsely, "that Earl out-manoeuvred his fellow auditors on the handicapping and closer checking will be made in future." However, Livvy did take the boys home for a social evening, so all is forgiven.

Golden Wedding Day For Santa!



Word comes from Lulu Island, B.C., that Mr. and Mrs. Joe Dancy celebrated their 50th wedding anniversary on May 1 (see picture).

Many old friends and some Eatonians attended the "at home" for this grand old couple, including their daughter from Winnipeg, who is the wife of Mr. Isaac Kilpatrick (assistant, mail order dress goods). There were gifts galore, and telegrams and flowers to revive happy memories of old friends.

Mr. Dancy, formerly with the china department for 27 years and now retired, will be best remembered for the lovable role of Santa Claus which he played at Eaton's for many years. Belated congratulations, Joe and Mrs. Dancy. You have a legion of admirers here, too, who wish you many happy Christmases to come!

Vic Gilmer Sends His Regards

Writing from Montreal to ask Contacts to change his address, Vic Gilmer (formerly assistant, notions and fancy goods, mail order, now retired) says:

"We can never forget the happy years we spent with our colleagues in Winnipeg, and Contacts refreshes our recollections from month to month. Congratulations on a lively, snappy publication. Regards to you and all my friends."

Vic's address is: Apt. 4, 1474 Fort Street, Montreal, Quebec.

Congratulations!

By N. Robson

A charming picture of Miss Irene Poole, daughter of Mr. Sam Poole (of department 15) and Mrs. Poole (formerly of the audit office). Snap was taken in Toronto recently of Irene at her graduation in occupational therapy.

Mrs. Sam Poole (mother) and Dorothy (sister of Irene) joined her for graduation ceremonies.





Miss Sally Rempel

Miss Sally Rempel, usher in the grill room for six years, left to be married on July 9 to Mr. Bill Tait, with the men's shoes in the basement store. Upon leaving the department, Mr. J. D. Laing, supervisor, presented Sally with beautiful Revereware, which will come in handy in Sally's new kitchen. The couple were married in the Home Street Church of Christ, and will reside in Winnipeg. Sally's welcoming smile and friendly, efficient manner will be missed by grill room patrons.

* * *



Miss Shirley McKay

Miss Shirley McKay, section head of the fifth floor restaurant, was presented with modern kitchen utensils, including a pressure cooker and a steam iron, by Mr. J. D. Laing, supervisor. Shirley became Mrs. Gordon Ferguson at St. Stephen's-Broadway Church on July 16. A home economics graduate from the University of Manitoba, the wedding reception was held at the University Women's Club.

ELEVATOR UPS AND DOWNS

By Agnes Reese

Irene Caldwell has left to make her home in sunny California. Irene was the recipient of a lovely hand-painted silk evening scarf. We're missing you, Irene.

Mary Dutchak, who has been with us almost six years, transferred recently to the drug department. She received a camera from the girls on her departure. Best wishes for every success, Mary!

Our welcome goes to four new girls this month: Margaret Robertson, Joyce O'Hearne, Katherine Semeniuk and Agatha Peters.

Another girl to leave us recently was Margaret Klassen. On behalf of the girls, Mr. J. F. Cheale presented Margaret with a pair of boudoir lamps. Best wishes, Margaret!

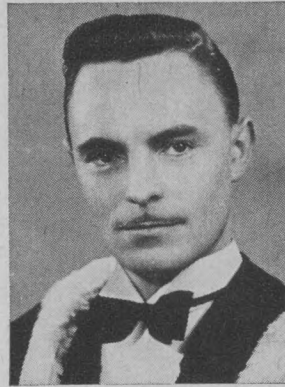
Nice To See You, Tommy!

Old-timers will remember Tommy Middleton who retired five years ago after 25 years with the elevator department, and is now residing in Kitsilano, a suburb of Vancouver. On a holiday trip to Winnipeg, Tommy dropped in to say hello and thank you for sending Contacts. Nice to see you looking so well, Tommy!



Mrs. Lorne Erratt (nee Miss Flo Mason, elevators) looks lovely in her wedding gown.
Flo was married on May 28.

E. I. HANKINSON WINS SCHOLARSHIP



A graduate in architecture at the University of Manitoba, Mr. Elmore I. Hankinson, 26, has been awarded the Pilkington travelling scholarship for this year. The scholarship is awarded each year in the national competition between Canadian schools of architecture, and includes a grant of \$1,500 plus travelling expenses.

Mr. Hankinson, a native of Prince Rupert, B.C., served with the fleet air arm of the Royal Navy before coming to the University of Manitoba. He has been working with the construction office of The T. Eaton Company in Winnipeg. He intends to study in England at either the University of Liverpool or London University and on the continent.

FEMININE LOGIC

My wife and I have been happily married for years—not for us the quarrels and boredom that often beset man and wife. But one morning at breakfast she was cross and irritable.

"What's the trouble?" I asked.

At first she refused to tell, but she finally turned to me with tears in her eyes and sobbed: "If I ever dream again that you kissed another woman, I'll never speak to you as long as I live!"

—C. C. B., in Denver Post



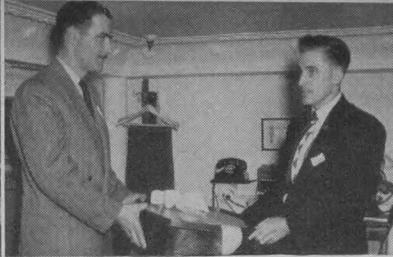
"And So They Were Married"

Top Row—Left: Miss Ann Friesen (candy factory) was married to Abe Neudov at a quiet wedding on June 14. Centre: Miss Marg Reid (sporting goods) became the bride of Edward Walsh in St. Mary's Cathedral on June 9. Right: Miss Lois Scott (candies) was married to Harry Alexander on June 9 at Young United Church.

Second Row—Left: Miss Enid Brown (mail order hardware) was married to Alex McLeod on June 18 in Charleswood United Church. Centre: Mr. and Mrs. John Frisken shown at their wedding, which was an event of May 11 at Knox United Church. Mr. Frisken is a member of the ladies' shoe department, and Mrs. Frisken is the former Catherine Murray, daughter of our chief engineer. Right: Miss Joan Mitchell (mail order contracts) was married to William Smith on June 4 at the John Black Memorial Church.

Third Row—Left: Miss Edna Craigie (mailing list) was married on June 25 to Gilbert Simpson, at Rosedale United Church. Centre: Miss Sarah Froese (head of mail order employees' cafeteria) was married to J. M. Gardner at a quiet wedding on June 21. Right: Miss Mildred Stevens (supply office) became Mrs. Peter Enns on June 11 at the John Black Memorial Church.

Lower Row—Left: Miss Margaret Ringel (mailing list) was married to Ernest Beneke on June 11 at St. Matthew's Church. Centre: Miss Dianne Lambert (photo workroom) became the bride of Mr. Norman Reid on June 25 at Knox United Church, Transcona. Right: Miss Katie Sockum (telegraphs) became the bride of Peter Ticholas at St. Valadimer and Olga Church on June 11.



Top Row—Left: Miss Frances Hawood (mail order copying) married Michael Polley on June 18 at Young United Church. Centre: Mr. Jack Sparks (men's clothing) became a June groom on June 4, when he married Verna Jeffries of McGregor, Manitoba. Right: Miss Eleanor Hudson (mail order wash goods). "Teddy," as she is popularly called, became the bride of Jack Reid on June 17 at Chalmers' United Church.

Second Row—Left: Miss Phyllis Dunham (mail order sporting goods) was married to Frank Wall at Crescent United Church on June 17. Centre: Mr. Bert Enefer (candy factory) became a happily married man on June 25, when he married Pearl Solonchuk from the third floor fruits. Right: Margaret Pownall (mail order copying) was married to Wally Skye at Robertson Memorial Church on June 18.

Centre Inset—Miss Pat Lewis became the bride of Roy Constable on June 25 at St. James' Anglican Church.

Third Row—Left: Miss Helen Alman (mail order women's shoes) married Johnny Coghlin on June 11 at Sacred Heart Church. Centre: Miss Grace Irwin (order offices) was married to Mr. James McCallar (T.C.A.) on June 11. The Rev. Roy Wilson, who was ordained three days before, performed the service. Right: Miss Louise Prud'homme (manufacturing head office) was married to Ray Crepeau in St. Boniface Cathedral on June 18.

Lower Row—Left: Miss Eleanor Dowling (general office) was married to Robert Bate on June 24 at St. George's Anglican Church, Transcona. Centre: Miss Ruth Wessig (parcel inspector) is shown receiving a gift from the department on the occasion of her forthcoming marriage. Right: Miss Winnifred Beech Lees (mail order men's and boys' furnishings) shown with her fiancé, Johnny Anderson. The couple were married in a quiet wedding in the home of the bride on June 25.



BASEMENT

On the morning of June 4, the boys and girls gathered around to say farewell to Alex Bewick. Alex is retiring after 37 years of faithful service as a china packer. Mr. Daner, head of department, thanked him for his good work, and presented him with a wallet of money from the department. Alex will be very much missed by his fellow workers.

We are pleased to report that Charlie Belton is feeling much better and hopes to be back soon.

* * *

SECOND FLOOR

By G. Burton and C. Ridgedale

Helen Hallett (of mail order packing) left June 27 to become the bride of Ernest Taylor on July 9 at Woodlands, Man. Before leaving to make her new home at Oak Point, Helen was presented with a carving set and also other lovely gifts from her friends in 122. Lots of luck, Helen and Ernest.

Congratulations to Sue Doerkson, who left to be married in the near future to Abe Dyck.

Carol Lambert is now wearing a lovely ring. The lucky fellow is Dave Jones.

What special interest has a certain young lady in 122 got at Shore Acres every year when holidays roll around? Also we would like to know what attraction other than scenery has a young girl of 122 over the line every year?

There are quite a few people, Mr. Flack, who would like to know who the twins belong to you were so proudly showing off the other day!

Congratulations to Vicky Ostapowicz, who was married to John Suzansky on July 9 at St. John Cantius Church. Before leaving, Vicky's gift from the department was a lovely pair of wool blankets, while the girls gave her a table ornament. Best of luck to you both.

Congratulations to Ethel Parks (money returns) who on July 14 celebrated her 30th year with the Company. Mr. Jack Pidgeon also arrived at the 30-year mark on July 16. Bill Gordon celebrated his 25th anniversary on July 16. Congratulations!

* * *

THIRD FLOOR

By Mr. A. Holmes

Drapery Workroom—A good sailor is one who can weather the storm on the high seas. Such was the case when Irene Zsolney entered upon the sea of matrimony. A shower was held at the home of Mary Haselton on June 3, and 40 girls were present. Irene received many useful presents.

Irene became the wife of Mr. John Johnson on July 9. Before leaving, she was given a lovely pair of twin bedroom lamps from her friends in the department.

Looking around we find quite a dazzle in the slip-cover section as Miss Phylliss Taylor has a sparkler on that certain finger.

We are sorry to hear of Tim Patterson's recent trip to hospital with appendix trouble, but are glad to offer congratulations to Tim and his wife, Ida, on the birth of a son, July 11. We understand mother, son and father are all doing well.

* * *

FOURTH FLOOR

By K. Painting

The hardware department lost one of their eligible bachelors when Alex McLeod took Miss Enid Brown as his bride on June 18 at Charleswood United Church. The white wedding took place at 7 p.m. The reception was held in the church hall and the couple left for Vancouver on their honeymoon. In the absence of Mr. A. F. Harding, head of department, Mr. R. McCormick, assistant, on behalf of the department, presented Alex with a trilight lamp. Our best wishes are extended to the happy couple.

Congratulations to Ruby Valentine, who took a third prize for a knitted bedspread in the recent employees' Hobby Show.

Our best wishes for a speedy recovery are extended to Martha Lanberg, who is in King George Hospital. We all hope to see her back soon.

* * *

SIXTH FLOOR

The girls of the watch and jewelry workroom entertained Friday evening at the home of Miss M. Hoover, in honor of Miss Val Mulligan, a bride of July 22. During the evening, Val was given a silex coffee maker. Before leaving the department on Tuesday noon, July 19, Mr. W. Davidson presented Val with a chest of flatware. Best wishes to you both, Val and Ron!

Congratulations to four of our staff who recently celebrated their 30th anniversaries—Mr. J. Scott, Mr. O. Olafson, Mr. D. Martin and Mr. R. Monnier.

Our sincere sympathy is extended to Miss Lee Denyer, whose father passed away July 6.

Mail order dress goods is glad to report that Mr. P. H. Longstaffe is now looking 100 per cent fit after his recent rib-breaking experience at his summer home, "Belle Acres."

Miss Isabelle Taylor has sailed on the Scythia for England, where she plans to spend her quarter-century holiday visiting friends and relatives.

Who was the young lady that joined the 4:30 dash and won the race by landing head first at the bottom of the staircase? Let's see your bruises.

SEVENTH FLOOR

By Miss M. Pariseau and Mr. J. Johnston

Best wishes to Edith Wells for a speedy recovery from her operation.

We were sorry to say good-bye to Mildred Holochuk when she left to resume household duties.

Congratulations to Walter Miller who celebrated his 30th anniversary with the Company on June 10.

Doreen Campbell, who left on July 13 to be married, was presented with sheets, pillow cases and towels. Best wishes, Doreen.

On behalf of the staff, Mr. A. Keeley presented Mr. W. Young with a mantel radio on the occasion of his promotion and transfer to department 44. Best of luck in your new job.

By Mr. R. Chatfield and Miss J. McKendrick

On Friday evening, June 24, W9 department surprised Joe McRae by having a party at his home in honor of his 25 years with the Company. Joe was presented with a gift, and a grand time was had by all. We all join in wishing Mr. and Mrs. McRae a wonderful two-months' holiday.

* * *

EIGHTH FLOOR

By Miss J. Baynes

On June 24, the boys of department 118 held a surprise stag at the home of Alex Pitkethly to celebrate his 25 years with the Company. Mr. Pitkethly was presented with a wallet by Mr. Latimer, who spoke highly of his work. The evening was spent in reminiscing over old times, and followed by an abundance of grand refreshments.

On July 9, department 118 said "good-bye and happy landings" to Mary Little, who is sailing, July 15, on the Empress of France to make her home in England. On leaving, Mary was presented with a number of lovely gifts from the department and her friends in the department. Mary says she is planning to stay in England, but hopes to return some day to see us, and we will all be glad to see you too, Mary!

Mr. Merrett (department 118) was all smiles recently, the reason being the birth of little granddaughter, Linda Kaye, on June 28 at Grace Hospital. The proud daddy is Ken Merrett (department 173). Congratulations, folks, and a welcome to little Linda Kaye.

The weather was perfect on the two occasions recently when a group of departments 117, 118 and 118A chose Tuxedo Golf course for a lot of fun—and some golf. All enjoyed themselves so much and hope to go again before long.

By Miss D. Hunt

Pat Koroluk left mail order copying, June 30, to be married July 16 to John Barnicki at St. Vladimir and Olga Church. On leaving the department, Pat received a lovely torchiere lamp and coffee silex. Best of luck, Pat and John.

Rose Sikamous left on June 25 to be married July 2 at the Blessed Virgin Mary Church to Stanley Popowich. Rose received bedroom lamps from the department and many gifts from friends.

We extend our deepest sympathy to Myrtle and Muriel Scott in the loss of their mother, who passed away July 8.

Mail Order Copying—Honoring Miss Isobel Davis on her 30th anniversary with the Company, a group of her business associates held a Smorgasborg dinner at Vassalund on the week-end of July 9. A presentation was made.



Jim MacKenzie—

ACE OF ATHLETES

Eighteen-year-old Jim MacKenzie, Jr., is pictured here with his many trophies won for track and field while attending St. John's College. Son of Mr. J. W. MacKenzie, head of department, women's coats and suits, mail order, Jim has just completed Grade 12.

Among Jim's "truckload" of trophies are the following: The Lestock Adams shield and Basil Baker memorial; individual championship trophy in annual track and field sports; the long-jump championship; the gymnastics and drill trophy; the one-mile open; the broad jump; the P.T. team leader award; the Mulden memorial for rugby, 1949, and Mulden memorial for hockey, 1948.

At the risk of stating the obvious, we'll wager that Dad Jim MacKenzie, Sr., is mighty proud of his boy!

Thinking, not physical growth, makes manhood. Accustom yourself, therefore, to thinking. Set yourself to understand whatever you see or read. To join thinking with reading is one of the first maxims, and one of the easiest operations.

—Isaac Taylor.

Bert Henderson on the Mend

The many friends of Bert (Bob) Henderson (mail order receiving room) will be glad to hear that Bert is now showing a definite improvement. Bert, it will be recalled, has been ill for the past two years with rheumatoid arthritis. Now hospitalized in Shaughnessy Hospital, Vancouver, while still partially crippled, Bert was able to travel to Winnipeg on a visit, accompanied by his devoted wife, and called in to see Contacts.

On entering hospital Bert weighed 109 pounds, but is now up to 130. His right arm has also improved enough for him to write letters. He was proud and happy to receive a visit from Viscount Alexander when in hospital. It seems that the governor-general and Mr. Henderson both came from the same part of Eire.

Mrs. Henderson is teaching school in the Sechelt Peninsula, B.C., and is looking forward to Bert's complete recovery in another year, which will end the three-year cycle of his disability. We're all pulling for you, Bert!

LATE DESPATCHES

BASEMENT STORE

A party was held for Mr. and Mrs. Walter Mills in honor of his thirty years with the Company. It was attended by thirty members of the foodateria and a good time was enjoyed by all. The evening was spent with a sing-song and delicious refreshments were served. Mr. Mills was presented with some fishing equipment to supplement the fishing rod which was given him by the department as a whole.

Presentations were made by Mr. A. Carr to four girls who left to be married on June 25. They were Beth Lindsay, who was presented with kitchenware; Marjorie Atkins, presented with an eiderdown; Marjorie Verner, given a quilted bedspread; and Lil Savage, given a blue bedspread.

Miss Margaret Hutcheon (of the foodateria office) received a lovely diamond on June 24. The lucky fellow is Jimmy Thorpe (of the stove department). Best of luck to you both.

On July 8, a very enjoyable evening was spent at the Mall Bowling Alleys by thirty members of the foodateria staff. Prizes for hidden scores were won by Mr. T. Rodeck, Miss Margaret Grant, Miss W. Cadle, Miss H. Alexander and Mr. H. Kelly.

Miss Kathy Woods (901 stockroom) received a beautiful diamond from David Irving on June 20. Congratulations, Kathy and David.

MAIN FLOOR

Mr. Ray Galt (jewelry department) will be married on September 3 at Augustine United Church.

Miss B. Spencer (books) left to be married at her home in Tisdale, Saskatchewan. Her marriage will take place on July 30. Best wishes from us all, Beth!

Our deepest sympathy is extended to Miss J. MacKenzie (books, retired) on the death of her sister, Mrs. M. Kennedy.

Seen and Heard in the Mail Order

By D. Balsdon and R. Soutter

Departments 173, 167, 159—Two members of our department who left recently to be married were Mollie Bercier and Kay Fedusik. Mollie was presented with a set of kitchenware from the girls. She was married to Mr. Jim Willett at Sacred Heart Church on June 30.

Kay left on July 9 to be married to Mr. Henry Miller. Her wedding took place at the Redeemer Lutheran Church on July 16. Kay was presented with bedroom lamps from the departments. Best wishes to you both.

Dorothy Mizero received a lovely diamond recently. Congratulations, Dorothy.

Our congratulations to Mr. and Mrs. Ken Merritt on the birth of a baby girl on June 28.

Daisy Goldhawk is in hospital. We hope it won't be long, Daisy, before you are back with us again.

By E. Holst and R. Hodgson

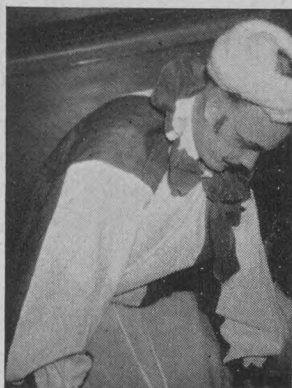
Department W41—Best wishes go to Kay McMahon who was the recipient of a beautiful diamond ring, given her by Cupid—namely, Gus Smith.

Forty

SIXTH FLOOR

By W. Ritchie

On Tuesday, June 14, a stag was held at the home of Mr. Tod Pearens in honor of Mr. Hannis Thomasson. Hannis was married to Kristin Isfield on June 18 at First Lutheran Church.



The evening was highlighted by a mock wedding put on by Fisher Einerson. Very smart costumes were made up for the occasion. The picture shows Hannis in a "267" costume of the 75th birthday, red, white and blue bunting. Mr. H. W. Cooper, supervisor, made the presentation of a mirror, as seen in the picture. Hannis and his wife left for Vancouver after the wedding.

* * *

CONSTRUCTION OFFICE NEWS

We are pleased to welcome home Miss Ruth Carter. Ruth has been away on leave of absence for the past four months, visiting relatives and friends overseas. Ruth also paid a visit to Paris, and members of our Paris buying office showed her a few of the interesting spots. She also took a trip to Switzerland, and visited in Scotland and Wales. All in all, a wonderful holiday says Ruth, and looking very healthy, is back to the drawing board and "work."

By L. Vipond

Mail Order Budget Plan—In honor of Miss Jeanne Copeland, a bride of June 4, a tea was held at the home of Mrs. C. Holdworth, Enfield Crescent, on May 25. The guest of honor was presented with a mantel clock.

Miss Shirley Jenkins (photo workroom) married Pat Clarke, of the furniture department. The department presented Shirley with an electric iron.

Mr. Ray Gaunt became engaged to Betty Smith. Both are with the photo workroom. Betty came back from her holidays flashing the lovely diamond. Congratulations, Betty and Ray.

* * *

Mail Order Budget Plan—We are glad to welcome back Marj Lehmann after her recent tonsillectomy. Herman Pohl is still on our sick list, also Ellen Pederson. A speedy recovery to you both.

Mrs. Ada McLean left in June to go back to her former home, Prince Edward Island. Mrs. Jean Pyett also left to join her husband in Rivers, Man.

Recently two of our girls, Terry Kline and Rose Graham, came in with sparklers on that all-important third finger, left hand.

In Memoriam

EDGAR A. GAGE

It is our sad duty to report the death of Mr. Edgar Abel Gage, a member of the furniture stock room, who passed away on Monday, July 18, after an illness of several months. Born in Pearcetown, Que., Mr. Gage was 62 years of age. A loyal, conscientious Eatonian, well liked by all, he had a long service record of 37 years with the Company all spent with the furniture department.

Besides his widow, he leaves three sons, Allan with the elevator department; Gordon with the Dominion Bridge Company; and Edgar with Crane Ltd.; a daughter, Mrs. Sarah Krassett, and two sisters, Mrs. J. P. Capsey, Camrose; and Mrs. M. E. Nixon, Drumheller, Alta.

The deepest sympathy of Mr. Gage's many friends and associates around Eaton's goes out to the family.



ISAAC J. McKINNON

It is with sincere regret that we announce the death of Mr. I. J. McKinnon, a retired member of the engineering staff. A member of the construction gang that helped build the Eaton store in 1905, Mr. McKinnon continued in the service till his retirement in July, 1940. A well-known figure around Eaton's, "Mac" endeared himself to his associates and made many friends in the store during his 35-year service.

We extend our deepest sympathy to his surviving widow, Teresa; three sons, Austin, Hamilton, Ont.; Watson and William, Winnipeg; three daughters, Mrs. T. G. Cox, Mrs. S. F. England, Mrs. Harold

Rodgers, and ten grandchildren, all of Winnipeg.



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**We extend our deepest sympathy to the following Eatonians
who recently lost someone dear to them:**

In the Loss of a Mother

MR. T. POOLE (service meats, third floor)
MR. S. POOLE (mail order silverware)
MR. G. H. POOLE (supply)
MR. A. FORBES (lingerie)
MR. R. McCONKEY (manufacturing head office)
MISS M. SCOTT (mail order packing)
MISS M. SCOTT (mail order copying)

In the Loss of a Sister

MISS J. McKENZIE (retired)
MR. W. ALLAN (mail order, men's furnishings)
MR. H. BOHEMIER (drivers)

In the Loss of a Father

MISS A. ZAPOROZAN (basement luncheonette)
MISS D. HUTCHINSON (furniture and sewing machines)
MISS A. DENYER (jewelry repair)
MISS D. CARR (sportswear)

In the Loss of a Brother

MRS. O. BERG (dining-room)
MRS. F. TUSTIN (mail order exchanges)
MRS. E. McLAREN (beauty shop)

In the Loss of Her Husband

MRS. C. CARR (notions)

What's The Big Idea?



Diamond Eddie urges all Eatonians to send in their ideas, big or small, for improving the thousand and one operations of doing business.

Every suggestion that is awarded a prize by the local suggestion committee is again reviewed and may win a prize in the

**Second
Company - Wide**

SUGGESTION CONTEST

Which Features

\$1,400.00

In EXTRA CASH AWARDS

THE **T. EATON CO.** LIMITED
WINNIPEG CANADA